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ABSTRACT

This textbook contains material for use in training workers in a modern retail drugstore. The material emphasizes selling, merchandising, and promotional activities in an establishment that has a sizable inventory of nondrug-related merchandise as well as non-prescription drugs. Addressed in the individual units are the following topics: drugstore retailing; personal selling in the drugstore; product knowledge; suggestion selling; drugstore sales promotion; merchandising and inventory control; cameras and photographic equipment; men's toiletries; cosmetics (skin care products, facial preparations, hair products, and fragrance products); home health care products; infant care products; nonprescription drugs; and miscellaneous products. Competency-based in approach, the lessons contain objectives, technical information, review questions, and suggested projects. (MN)

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Drugstore Merchandising

By

Steven Eggland and **Sharon Sass**

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3

Contents

Foreword / *page v*

Acknowledgments / *page vii*

Competencies and Content / *page ix*

1 / **Background: Drugstore Retailing** / 1
2 / **Personal Selling in the Drugstore** / 5
3 / **Product Knowledge** / 11
4 / **Suggestion Selling** / 15
5 / **Drugstore Sales Promotion** / 20
6 / **Merchandising and Inventory Control** / 24
7 / **Cameras and Photographic Equipment** / 28
8 / **Men's Toiletries** / 34
9 / **Cosmetics: Skin Care Products** / 40
10 / **Cosmetics: Facial Preparations** / 45
11 / **Cosmetics: Hair Products** / 51
12 / **Cosmetics: Fragrance Products** / 55
13 / **Home Health Care Products** / 59
14 / **Infant Care Products** / 66
15 / **Nonprescription Drugs** / 72
16 / **Miscellaneous Products** / 78

Foreword

This publication replaces *Drugstore Selling and Merchandising*, the 1972 edition. The typical modern retail drugstore has a sizable inventory of nondrug-related merchandise as well as nonprescription drugs. Each of these items presents a wide variety of sales and merchandising opportunities. The purpose of this publication is to provide specific information necessary for successful employment in this type of retail establishment.

The information emphasizes selling and merchandising as well as promotional activities. The publication is competency-based, bringing together competencies from a variety of sources as the instructional basis. The information in the assignments contains the knowledge (cognitive) competencies. By completing the learning activities and by performing daily tasks on the job, the student applies and synthesizes these competencies.

This publication is very flexible. Assignments can be given in any sequence. They can be assigned as students need to acquire certain knowledge and attitudes.

The Center is indebted to J. David Ames for his initial research; personnel contacts with wholesalers, retailers, manufacturers, and suppliers to obtain the authentic information; and for his development of the 1972 edition. We are further indebted to Steven Eggland and Sharon Sass for this latest revision. They bring together experiences in the areas of marketing and distribution and in curriculum development. Dr. Eggland is professor of marketing and distributive education at the University of Nebraska in Lincoln. Ms. Sass is a graduate assistant for marketing and distributive teacher education at the University of Nebraska. This Center is grateful to both of them for sharing their skill and expertise in the preparation of this publication.

Jack E. Robertson, Director
Center for Occupational Curriculum Development

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We are indebted to Mr. Gus Steenken who so willingly shared his time, ideas, and expertise to make this publication as informative, current, and useful as possible. His gracious cooperation provided invaluable assurance that the material is valid and necessary in actual work experiences. Mr. Steenken, a registered pharmacist, owns and manages several retail drugstores. In addition, he has a thorough knowledge of marketing and distributive education programs. And he demonstrates his keen interest and support for the program by serving as a member of the Texas State Advisory Council for Marketing and Distributive Education.

Competencies and Content
for *Drugstore Merchandising*

To be successful on any job, an employee must have certain knowledge, skills, abilities, and attitudes. These things are called competencies, and they can make the difference between success and failure. *Drugstore Merchandising* will help you develop the specific competencies needed to perform jobs well in a retail drugstore.

The list of competencies that follows is based on research gathered from books, periodicals, and professionals in the field. The list reflects the real work situation, so it is very practical. Some competencies will be achieved in day-to-day experience on the job. Others will require study of specific assignments or work in class.

Since this publication focuses on specific employment categories within marketing and distributive education, the competencies are only provided for three broad competencies areas. These are basic skills, marketing skills, and product and service technology skills.

Both Entry Level and Midmanagement Level

Basic Skills

- Communicate effectively with customers, coworkers, and supervisors.
- Use the terminology appropriate to and develop a vocabulary descriptive of the product/service being provided.
- Represent the business favorably to customers and outside business associates.
- Satisfactorily handle customer inquiries for information.
- Write saleschecks legibly and accurately.
- Speak clearly and pleasantly, conveying spirit and enthusiasm.
- Be orderly and systematic.
- Select appropriate dress for the job and maintain a well-groomed appearance.
- Show honesty and integrity in all business matters.
- Take and follow instructions.
- Avoid misrepresentation of people, products, services, and policies.
- Effectively use the spoken word as an important selling tool.

Marketing Skills

- Use various types of displays and fixtures for the most advantageous display of merchandise.
- Select and use seasonal/special themes and merchandise items in displays.
- Use promotions and advertising for various purposes.
- Select the types of media available for advertising.
- Use advertisements to build customer loyalty and goodwill.
- Study specific information in ads and use the advertised facts effectively in selling.
- Use advertising to promote merchandise, services, and the store image.
- Recognize the basic components of good copy and layout.
- Determine and interpret current trends in sales, customer buying habits, and styles.
- Interpret customer demand as it applies to merchandise and services.
- Use forms and records necessary in inventory control.
- Know the merchandising areas of the store.
- Take stock counts and record inventory.
- Prepare merchandise for stocking and display.

Product and Service Technology Skills

- Interpret the features of a product or service in terms of benefits to customers.
- Suggest substitute items for those that are unavailable.
- Use merchandise information as a useful tool in opening a sales conversation with a customer.
- Help a customer make buying decisions by using facts about the merchandise.
- Build a sales talk around merchandise selling features.
- Promote customer relations and increase sales by using adequate merchandise information.
- Give customers information needed for intelligent buying.
- Read all sales and product literature available.

1

Background: Drugstore Retailing

Objectives: After completing this assignment, you will be able to—

1. explain how selling merchandise and services helps your training station compete in today's marketplace;
2. list the pharmacist's responsibilities in the retail drugstore; and
3. cite three basic types of drugstores, and explain their differences.

Pharmacy is the art or profession of preparing and dispensing drugs and medications. It is divided into two main segments: professional and retail. The *professional pharmacy* specializes in dispensing and preparing drugs and medications. It is usually found in hospitals or near professional buildings. The *retail pharmacy* also has a prescription department. But it usually gives equal emphasis to selling health-related items.

Large chain stores, however, use most of their space for nonpharmacy-related items. This manual is written as a training guide for retail pharmacies only.

History of Drugstore Retailing

The first real pharmacy, or *apothecary*, as it was known then, was opened in America in 1752. This apothecary was located in a hospital in Pennsylvania. The hospital was set up to care for the federal army's 20,000 men. In 1775, the Continental Congress officially recognized the importance of apothecaries. It established a hospital and appointed an apothecary (pharmacist) at a salary of $1.34 per day.

The first independent apothecary shop was set up in the early 1800s in Philadelphia by Christopher Marshall. His son, Charles, was the first president of the Philadelphia School of Pharmacy. His daughter, Elizabeth, was the first woman pharmacist in America.

During the 1800s, the community pharmacy was stocked with a variety of drug sundries, soaps, perfumes, toiletries, combs, brushes, stationery, candy, and cigars. The early drugstore competed with the general store by stocking similar items. The pharmacist was also a leading supplier of alcoholic beverages. These were mainly used for medicinal purposes.

Another development during the nineteenth century was the establishment of the *U.S. Pharmacopoeia*. This official government book set standards for drugs. It listed drugs and medicines and described their properties, preparation, and uses.

The first federal drug law was passed in 1848. Its purpose was to prevent the importing of substandard drugs. The American Pharmaceutical Association (APhA) was formed in 1851. Licensing of pharmacists was its prime concern in early years. Today the APhA is still concerned with professionalism.

With the temperance movement in the 1890s, the whiskey signs were removed, and soda fountain drinks replaced alcohol. At this point the community pharmacy replaced the general store as a community meeting place.

By 1900, more than 38,000 drugstores were serving a population of 76 million Americans. Also, by 1900, the Food and Drug Administration was formed to protect the public against misbranded or substandard food and drugs. The *Federal Food, Drug, and Cosmetic Act* of 1938 added standards for cosmetics. It also prohibited false advertising and required informative labeling of products.

Changes came rapidly at this time. Self-service stores and store departmentalization began to appear. The soda fountains gave way to lunch counters or were removed completely. The cosmetics field became big business in the drugstore. And customers' awareness of brand names in merchandise grew. The druggist was no longer just a pharmacist. In order to compete, druggists became

retailers who were increasingly dependent on prepackaged products.

Today there is intense competition for the customer's dollar. The total drugstore chain sales topped $24 billion in 1979. Many of the items sold in the drugstore are also sold in department stores, discount stores, variety stores, and grocery stores.

Discount, or *mass-merchandising stores*, carry large lines of packaged medicines, toiletries, cosmetics, and greeting cards. In most cases, however, these stores carry only fast-moving items in each department. All of these items are a large part of the sales of today's retail drugstore. Many discount stores even have complete prescription departments. Because these stores are large, they are able to devote ample space to display and sales. These stores staff well-trained pharmacists. But mainly they specialize in reduced prices.

Faced with this kind of competition, independent drug retailers have found different ways to meet each kind of competitor. The retailers have been able to outdo the grocery store or supermarket in selling beauty products, health care aids, veterinary and pet products, and hygiene items. They have successfully trained their salespeople to answer the kinds of questions that cannot be answered at the supermarket's checkout counter.

Using sound business techniques, independent drug retailers have been able to reduce costs. And they have done so without reducing services or the variety of quality products offered. Most modern drugstore retailers have expanded their operation. They now offer a wider range of merchandise. These independent drug retailers meet the competition by providing convenience and personal customer service.

Types of Drugstore Retailers

There are basically three types of drug retailing operations in our country: the *prescription pharmacy*, the *traditional* or *community drugstore*, and the *chain drugstore*. Under the proper conditions, each type can be successful. The owner must determine which method of operation is best for his or her store.

Prescription Pharmacy

The prescription pharmacy is usually located in a professional office building or near hospitals and medical centers. Prescriptions make up 60 to 80 percent of sales volume. The pharmacy also carries related items, such as hospital goods, health and beauty aids, proprietaries, and toiletries.

Traditional or Community Drugstore

The community drugstore is probably the most familiar type. Prescription service and a wide variety of related and unrelated merchandise are typical in this type of operation. These stores are usually neighborhood stores that offer their customers service and convenience. Prescription drugs make up 50 percent of their total sales volume.

In addition to prescriptions, the drugstores may carry cosmetics, photo supplies, candy, health and beauty aids, greeting cards, and other sundry items. Personal service and dependable reputation are the keys to the success of the traditional drugstore. (This manual deals mainly with this type of drugstore.)

Chain Drugstore

The chain drugstore is much like a mass-merchandising variety store. This store is usually operated by a business person who hires a pharmacist to run the prescription department. Primarily, this store carries fast-moving merchandise in large quantities. Chain drugstores also carry housewares, toys, records, small appliances, pet supplies, jewelry, magazines, and books. Some even have a grocery department along with the drugstore.

The three types of chain drugstores are *bantam*, *conventional*, and *super*. The *bantam* drugstore often sells no prescription drugs. It has a limited mix of health and beauty aids and gifts and is some-

Figure 1. The *traditional* or *community drugstore* offers prescription service and a wide variety of related and unrelated merchandise.

times called a gift shop. It is usually located in downtown areas of dense traffic. The size of the store is from 2,000 to 7,000 square feet.

The *conventional* drugstore sells both prescription and nonprescription drugs. Prescription drugs make up a very high percentage of total sales. These stores also sell health and beauty aids, cosmetics, and toiletries. The size of the conventional drugstore is usually from 7,500 to 15,000 square feet.

The *super* drugstore carries many lines not normally found in other stores. These include auto accessories, sporting goods, and home safety supplies. The size of this type of store ranges from 15,000 to 30,000 square feet.

The Pharmacist-Business Person

Everyone is familiar with the typical neighborhood drugstore. And most people know their pharmacist in either a prescription pharmacy, community drugstore, or chain drugstore. Some customers prefer that exclusive prescription pharmacies dispense their medicines and sickroom needs. These various types of stores make up what is known as *drugstore retailing*. The owners and pharmacists in these stores serve communities throughout the nation. The health and well-being of many people depend on the prescriptions that are regularly filled by the drugstore pharmacist.

All retail pharmacists combine the duties of a professional person and a business person in a unique manner. This is true whether the pharmacist owns or works in a small-town or neighborhood drugstore, a large city drugstore, or in an exclusive prescription pharmacy. Professional duties occupy the majority of the pharmacist's time in the prescription pharmacy. The amount of emphasis on the professional aspect or on the merchandising aspect varies from one type of drugstore to another.

In the professional role, the retail pharmacist buys and sells thousands of items used in medical care, such as drugs, chemicals, capsules, syringes, and thermometers. Today most of these products are made by a manufacturer. But some of them are compounded by the pharmacist. The pharmacist often combines two or more substances into a prescription, as directed by the physician, dentist, or veterinarian. The pharmacist also recommends and sells many home remedies and health supplies called for by customers. These include such items as aspirin, milk of magnesia, cough drugs, and adhesive tape.

Figure 2. The professional pharmacist must combine many skills and services in the conventional drugstore. In addition to filling prescriptions, he or she must buy and sell merchandise, train other employees, give customers advice, and relate to them important product information. The professional pharmacist also must decide the quantity and type of merchandise to purchase for resale, display properly the merchandise purchased, and advertise wisely.

In the highly specialized prescription pharmacy, the business activities of the pharmacist mainly include managing the professional establishment. In a conventional drugstore, the pharmacist is called on to buy and sell many items closely or remotely related to health problems. These include household antiseptics or cosmetics, and articles not related to professional pharmacy at all, such as candy, tobacco, stationery, and books.

Also the pharmacist uses his or her professional knowledge in training many employees who are not pharmacists. Giving advice concerning the problems of customers and relating product information is a vital part of the pharmacist's job.

Pharmacists also train employees in how to sell highly specialized products. They must use their merchandising ability to (1) decide the quantity and type of merchandise to purchase for resale, (2) display the merchandise properly, and (3) advertise wisely.

Now and in the future more people will be looking to the pharmacist for recommendations and ad-

vice on how to deal with the rising costs of medical care. The pharmacist will have to be up to date on drug products and health care to properly advise customers.

Questions

1. What is the *U.S. Pharmacopoeia*?
2. Who was responsible for the licensing of pharmacists in early years?
3. What was the purpose of the *Federal Food, Drug, and Cosmetic Act* of 1938?
4. How does the independent drug retailer meet competition?
5. What are the three basic types of drugstores, and how do they differ?
6. How does the *bantam* drugstore differ from the *conventional* drugstore?
7. List three merchandising responsibilities of the pharmacist-business person.

Projects

1. Prepare a store history of a drugstore to include in a merchandising notebook. You must get the information from your training sponsor. It should include the dates of organization, original ownership, present ownership, and an organization chart showing personnel and titles. Photographs or drawings of the store buildings, locations, branch stores, or main offices (for chain stores) are helpful, but not required.
2. Construct a simple floor plan of your drugstore, showing its approximate dimensions. Show the location of the prescription department and the stockroom area on this plan. Other departments will be added in later assignments. Identify the store by name, type of drugstore, and approximate percentage of business done by the prescription department.
3. Construct a profile of the pharmacist in your store. Include the pharmacist's education, position in the store, and duties and responsibilities.
4. Prepare a report of the licensing procedures and educational requirements of pharmacists in your state.

2

Personal Selling in the Drugstore

Objectives: After completing this assignment, you will be able to—

1. describe the proper appearance, selling techniques, and attitudes desirable for your training station;
2. name the services a drugstore offers its customers;
3. describe the selling process in personal sales situations;
4. cite the differences between personal and self-service selling by stating the principles of self-service merchandising; and
5. show that you understand the selling process by role-playing situations in which the students sell actual merchandise from their training station to a "customer" in the classroom.

Many business and industry leaders started their careers behind counters in retail stores. These people realized that there is a lot more to selling than just filling orders. They knew that it takes a selling personality, product knowledge, and initiative to make sales. This manual suggests ways to help the M&DE student become a successful salesperson. The techniques presented will result in increased sales. And you'll get more personal satisfaction and pleasure from the job if you study and apply them well.

The Personal Touch

A salesperson in a drugstore talks to hundreds of customers every week. Treating these customers as friends will help you sell them products.

A well-groomed appearance gives a salesperson self-confidence and gains the customer's respect. Salespeople feel better and sell better when they look their best. Also, salespeople can't sell well if they don't feel well. To maintain the needed energy to do a good selling job, good health habits must be observed. Cleanliness and proper appearance are also very important assets.

A salesperson must sell himself or herself, the company or store, and the products before any merchandise changes hands. As a beginning salesperson, your greatest asset is friendliness. Your greatest liability is indifference. A friendly smile creates a cheerful selling atmosphere. Customers come in wanting to buy. Your responsibility as a salesperson is to keep them in that mood with a pleasant manner.

In any store, salespeople are the hosts and hostesses. And the customer is the guest who should be made to feel "at home." A waiting customer should be acknowledged, even if all salespeople are busy. Most customers will wait patiently if the store is busy. A store can quickly lose business if customers wait while salespeople arrange stock, talk with other salespeople, or carry on personal telephone conversations.

Satisfied customers come back. They appreciate offers such as "Will these packages be easier to carry if I wrap them all together?" or "Just a moment, Mrs. Brown, I'll open the door for you." "Please" is one of the most appreciated words in the English language. It should be used often. It changes an abrupt demand into a friendly request.

A friendly, prompt greeting lets customers know salespeople are glad to see them and anxious to serve them. It's best to look directly at the customer's smile and say, "Good morning," "Good afternoon," whichever is appropriate. It's very important to learn to use customers' names. This personal contact makes the customer feel more at home in your store.

While working in the drugstore, you must deal with each customer on a one-to-one basis. You must be as professional and considerate as possible at all times with customers.

The dictionary defines *selling* as "giving up property to another for money or for other valuable consideration or giving personal services for money." Selling is needed to distribute goods and services to the consumer. It is the practice of changing ownership of economic goods and services. It is the *art of persuasion*. And it means satisfying the needs and wants of customers, getting the customer's

point of view, and helping that customer with a buying problem.

Two kinds of selling exist in drugstore retailing. One is *personal selling* and the other is *self-service selling*.

Personal Selling

Personal selling usually takes place in the traditional or community drugstore. Usually, the customers live in the area. They visit the drugstore regularly out of convenience. Also they like the employee's "personal touch." There are five basic steps in a sale: *preapproach*, *approach* (or greeting), *sales presentation*, *suggestion selling*, and the *closing*. Suggestion selling will be discussed in Assignment 4.

In *preapproach*, the salesperson prepares for the sale. You do this by learning about the product, store policies and services, and the location of items within the store.

The second step, the *approach*, is sometimes referred to as the "greeting." When the customer enters the door of the drugstore, he or she should be treated as a guest. Customers should be approached promptly and greeted cordially. Make the customer feel important. Use their names if you know them. You might wish to say, "Good morning, Mrs. Ray. How are you?" or "It's nice to see you again, Tony. May I help you locate something?"

Put yourself in the customer's shoes and treat the customer as you would want to be treated. Then you're headed in the right direction for successful selling. The salesperson's job is to treat customers as if they were important to that drugstore's operation. And, of course, they are.

In the third step, the *sales presentation*, the salesperson sells the product to the customer. When making the sales presentation, it is very important to determine the customer's needs. Sometimes the salesperson has to ask the customer questions. Only then can the salesperson help the customer completely.

Once you know what customers want or need, then you can sell them a product. For a successful sale, basic rules should be used to present a good *sales story*. These rules should be flexible. This way, the sales story can change as new information is learned from the customer. These basic rules are:

1. Involve the customer with the merchandise. As you describe the merchandise, try to get the customer to participate in some part of the action. Dramatize the merchandise by showing how it's used. This is more effective than any other form of straight selling. You might say, "Mr. Grant, try this new after-shave cologne that we have just received." You have involved the customer in your presentation.
2. Speak a common language with the customer. Descriptive words and an explanation of benefits help most when they are clearly presented to the customer.

   "This new safety razor will give you a closer, more comfortable shave. It also comes in this handy travel pack for your convenience when you travel." Notice how the customer is automatically involved through the use of the word "you." Always speak in a conversational tone. Talk to every customer as you would to a friend.
3. Lead the customer in a positive direction. Never put the customer in a position where he or she may say "no." The overall attitude of the salesperson must be positive. "This new candle and candle ring are very attractive, aren't they?" The customer will almost always agree with this type of positive statement.

Step five, *closing the sale*, happens when the salesperson believes that the customer's needs have been fully determined. Also the proper merchandise has been chosen to meet those needs, and no objections seem to be annoying the customer. There is no precise or particular time. The sale can be completed in one minute or in one hour. There are several methods of closing a sale. These are used to get the customer to react and make a buying decision.

1. Ask a direct question. "Don't you want these vitamins now so that you can start taking them today?"
2. Present favorable alternatives. "Which color of lipstick would you prefer?"
3. Suggest a definite decision. "You seem to prefer this clock. Do you want to put it on your account?"
4. Assume a decision. "You won't be sorry you bought this fan today."
5. Use a special price if there is one. "This perfume is on sale this week at two bottles for the price of one."
6. Use credit terms or special service. "You can put this on your budget account or on MasterCard or Visa."
7. Stress the guarantee or refund policy. "This manufacturer guarantees that any defective parts will be replaced for free."
8. Warn about limited quantity if there is a limita-

Figure 1. Three basic rules to follow in a successful sales presentation are: first, involve the customer with the merchandise. Second, speak the customer's language. Third, lead the customer in a positive direction.

tion. "We may not have any of these tomorrow since this is a closeout. After these are gone, we will not have any more coming in."

9. Stress occasion or season. "This will make an excellent Father's Day gift."

Once the customer has made a buying decision, it's the salesperson's responsibility to wrap up the sale. These procedures vary from store to store. After the sale, it's your job to express appreciation for the customer's patronage. A simple "thank you" will do. Another method might be to say, "Please call on me again if I can help you further." The main thing to remember is to be sincere and not mechanical in the closing statement.

Self-Service Selling

The customers in a self-service store are usually in a hurry. And they are accustomed to making their own selections. These customers are usually people who like to examine products before they make their own choices. Self-service customers find shopping to be more pleasurable when they're allowed to do this. There are five basic principles to follow when helping the self-service customer. They are *preapproach, observation, approach, making the sale*, and *departing*.

Perhaps the most important selling principle with self-service customers is to leave them alone until they show you they want service. Salespeople employed in a self-service store must always realize that the merchandise can sell itself. In *preapproach*, the salesperson should not ask the customer, "May I help you?" The salesperson can pass near the customer and make eye contact, if possible. Then, if the customer does not speak or show that service is desired, the salesperson should move on.

There are two advantages to this type of preapproach. (1) The salesperson remains free to give service to those customers requiring or desiring service. (2) The customer, desiring to shop or buy without the salesperson's help, is left with the store's best sales representative. This is the merchandise itself.

It is important to constantly *observe* all customers shopping in the self-service aisles. This should be a quiet, constant, low-key watching. Customers should not be made conscious of the presence of salespeople. When customers show that they need help, the salesperson should instantly offer whatever service is required or desired.

The third principle of on-the-spot service is *approach*. When it is necessary to approach a customer who needs service, the salesperson should use the proper opening remarks. Avoid "May I help you?" Instead, the salesperson should ask the customer, "Did you find what you were looking for?" If he or she is looking for floor wax, the salesperson needs only to point to the proper section to satisfy the customer's need. The article named by the customer may need explanation or selling. Then the salesperson should by all means give the required information. Directing the customer to the article gives you two advantages. (1) You do not tie yourself up in giving unnecessary service to customers. (2) On the way, customers may see several other items of interest that they may wish to buy.

The fourth principle is *making the sale*. At this time, you may feel that service is required or that you can sell related items. Then you can apply the personal selling rules used in the conventional drugstore. For example, in the cosmetics department, the cosmetician should sell the matching and complementary shades of powder, eyeliner, and lipstick.

The last principle, *departing*, is used after the salesperson has rendered some service. In a self-service store, the salesperson strives in every way possible not to close a sale. After making the sale, the objective is to leave the customer alone in the middle of the store exposed to the merchandise. After providing whatever service is necessary, the salesperson should say, "Look around, there may be something else you need." The customer should not be escorted to the checkout counter except in rare instances.

To give the proper, on-the-spot service in a self-service store, you must apply the five basic principles. Remember: *preapproach, observation, approach, making the sale*, and *departing*. It's important to learn not to overserve or underserve customers. This enables the self-service drugstore to operate at high efficiency during peak periods with a minimum sales staff.

Services Offered by the Drugstore

As a salesperson, it's very important for you to know the types of services offered by your drugstore. This type of knowledge helps in making sales. And it makes the customers feel that your store has their best interests at heart. The drug retailer usually provides two main store services: *charge accounts* and *delivery service*.

Charge Accounts

Most independent retail drugstores offer credit to their customers. Prescriptions and other products sold in the drugstore are necessity items that are often needed immediately. So there is a definite need for credit sales. You should be aware of charge account procedures and any other policies your store may have in granting credit.

Another service, along with credit sales, is to provide the customer with an itemized statement of tax-deductible prescriptions and insurance receipts at the end of the year. Providing this service alone may cause customers to do all their shopping in your drugstore.

Delivery Service

Many independent drugstores still accept telephone orders and deliver them to the home, hospital, or nursing home center. Delivery service is very costly.

Figure 2. **The Selling Process in Self-Service**

And some drugstores are seriously considering the pros and cons of such a service. However, it can be a great asset to any store. The salesperson should be aware of the store's delivery policy in order to better inform customers.

Additional Services

Other services offered by various drugstores to their customers include the following:

1. gift wrapping purchases or wrapping packages safely for mailing;
2. sales of postage stamps or money orders, or operation of a postal station;
3. providing space and reading tables for waiting customers;
4. providing racks or tables with free booklets of information about cancer, heart maladies, tuberculosis, diabetes, social diseases, as well as nutrition and dietary information;
5. operating a studio giving free cosmetic makeup demonstrations;
6. selling tickets for civic events, and selling hunting and fishing licenses;
7. offering a free check-cashing service;
8. offering film development;
9. providing for the rental of equipment, such as wheelchairs;
10. providing customers with first-aid charts, drug information, and facts on how to use drugs, medicines, and equipment.

Questions

1. Give a brief definition of *selling*.
2. What are the five basic principles of helping self-service customers?
3. How does a customer judge a salesperson?
4. What are the five basic steps in *personal selling*?
5. What is the basic key to successful selling?
6. List three basic rules for presenting the merchandise in a sales presentation.
7. When is the best time to close the sale?
8. In a self-service drugstore, why is it important to leave the customer alone until service is required?
9. Name three services a drugstore can offer to its customers.

Projects

1. Prepare a list of all the services performed by a drugstore. This information will necessarily come from the owner or manager. It will include the more obvious services such as delivery and gift wrapping. But it may also include services such as providing prescription and drug tax records, itemized records for health insurance claims, a revolving credit plan, a 24-hour prescription service, and complete stocks in all merchandise lines. From the above list of services offered, compose two examples of how these services may be used to sell to a new customer or win a customer on a permanent basis.
2. Prepare a report on the training procedures of salespeople in your drugstore.
3. Role-play a sales demonstration using products from the drugstore. The sales presentation should include the five basic steps of a sale.
4. Role-play a selling situation in a self-service drugstore using the five basic principles of helping self-service customers.
5. List the credit policies of your drugstore, and indicate how they increase sales.

3

Product Knowledge

Objectives: After completing this assignment, you will be able to—

1. name the sources of merchandise information;
2. tell how product knowledge is translated into selling points; and
3. state the difference between features and benefits in a product.

A retail drug operation carries two types of medicines. *Prescription medicines* are prescribed by a physician and compounded by the pharmacist. The label on these items will contain a line that says "Caution: Federal law prohibits dispensing without a prescription." The other type, *proprietary medicines*, are usually referred to as "over the counter" medicines or "OTC." These medicines are patented and have met federal standards of quality.

The marketing and distributive education (M&DE) student should not recommend proprietary medicines. It would be best to refer customers requesting assistance in buying packaged medicines to the owner, manager, registered pharmacist, or a senior salesperson. The M&DE student should be able to locate and sell any item of proprietary medicine when called for by the customer.

All drugstores carry a line of household drugs that is sometimes called "wets and drys." This includes things needed around the house such as Epsom salts, boric acid, alum, spirit of camphor, camphorated oil, and Mercurochrome. You may get a call for something that you cannot find or a size that is not on the shelf. In these cases, request help from your supervisor or the pharmacist.

Many customers enter the retail drugstore seeking information about products, especially nonprescription drugs. Customers want the salesperson to recommend remedies for coughs, colds, bruises, minor infections, dandruff problems, split fingernails, athlete's foot, and many similar ailments. The pharmacist may be too busy to be interrupted. And if the salesperson knows the merchandise, he or she can easily make positive statements about certain products that will satisfy the customer.

If a customer is sick, running a temperature, or appears to have a serious infection, he or she should be directed to the pharmacist. The pharmacist can use professional judgment to persuade and help this person to see a doctor for medical advice. In most cases, customers will appreciate this advice. And they will bring in prescriptions to be filled by the pharmacist.

Today's customers are much better informed than ever before. They know more about products through reading, advertising, and the media of radio and television. They are more brand-name conscious. And they are more likely to ask for products with ingredients or trade names they have heard advertised.

Merchandise information concerns the product's ingredients, composition, uses, features, and benefits. Knowing why a product was developed is often as important as knowing about its contents. This is true in the drug, toiletry, cosmetic, appliance, or first-aid lines of merchandise.

Features and Benefits

A product is seldom sold by its features or ingredients. It is sold by its *benefits* to the user. A bandage, for example, covers a wound and helps protect it to promote healing (*feature*). But the bandage also contains a special coating that prevents the gauze from sticking to the wound when it is removed (*feature*). This makes it more comfortable, easier to change, and less painful (*benefits*).

The customer always has in mind, "How will this product help me or my family?" As a salesperson, you must train yourself constantly to answer that question by giving *selling points* and creating a *sales story*.

On the product feature-benefit analysis sheet shown in table 1, an item of merchandise is broken

down into features. These features are then translated into customer benefits. The benefits are the selling story. The features are learned as background for the story. For example, the customer may ask, "Why are these rubber gloves so much more expensive than this brand?" It is not enough to say, "They are of better quality and will last longer." This is too trite and does not answer the question. What the customer is really asking is, "Tell me why they cost more, and tell me why I should pay more." Again, it would be a waste of time to say that the gloves have tipped fingers; are made of durable material; have short, curved fingers; are lined; and have longer wrists. The customer's mental reaction would be, "So what?"

Instead, the salesperson might use this sales story:

"You want rubber gloves for protection, and you want comfortable protection. I recommend these because they have tipped fingers to give you nonslip grasp. And they make it easier to pick up small objects. This is a special blend of synthetic rubber that lasts much longer. And it will not deteriorate in strong bleaches, dyes, and disinfectants. These specially shaped fingers make it easier to take the gloves on and off. And this lining absorbs perspiration to make it more comfortable. Note that the longer wrists give more protection in hot water. Considering both comfort and protection, you would want only the best."

Using Product Knowledge as Selling Points

Selling points are those statements or facts about a product that help the customer make a decision about that product. The customer is buying or choosing a product that will satisfy a need. There are many buying motives involved. But they can all be reduced to the concept of *needs satisfaction.*

Selling points can be classified under several headings. When the salesperson is gathering merchandise information, these selling points should be mentally catalogued. They are (1) *suitability*, (2) *durability*, (3) *versatility*, (4) *style or fashion*, (5) *comfort*, (6) *pride of possession*, (7) *price*, (8) *safety and health*, and (9) *service, care, and guarantees.*

Suitability

Suitability refers to how well the merchandise will perform for its intended usage. A cold remedy may state that it will perform three different tasks in relieving the discomforts of the common cold. It will not cure a cold. But it is recommended for relief of

Table 1
PRODUCT (OR SERVICE) FEATURE-BENEFIT ANALYSIS
Item: Bluette Rubber Gloves

FEATURES What the product (or service) *is, has,* or *does* (Features belonging to the item itself)	**BENEFITS** What the product (or service) *gives to* or *does for* the customer
Tipped fingers	Make glove nonslip Make it easier to pick up objects
Durable material	Lasts longer Can be used in strong bleaches, dyes, and disinfectants
Short, curved fingers	Easy to get on and off Does not tire the hand
Lined	Absorbs perspiration Is more comfortable Is easy to get on and off Is washable
Longer wrists	Give added protection

symptoms due to the cold. It may have an ingredient to relieve a sore throat or to reduce coughing. These are selling points on the suitability of the product for its intended use.

Durability

Durability means the expected life of a product. When selling electrical appliances, housewares, and hospital wares, durability is a major selling point. Such features as construction, materials, and long life should be stressed to the customer.

Versatility

Versatility refers to a product's usefulness in a variety of ways. With a piece of jewelry, versatility may be its strongest selling point. It may be designed to go with any costume or any color combination. Another item, such as candles, can be used for entertaining, room refresheners, decoration, and light.

Style and Fashion

Style and fashion are selling points only for style or fashion merchandise. In a drugstore, this type of merchandise may be fashion jewelry, cosmetics, and possibly some electrical housewares or giftware lines. Attractiveness, as a selling point, would apply to the same type of merchandise. Corningware dishes are attractive dishes to use for entertaining. A certain shade of lipstick is not only attractively packaged, but looks fashionable on the user.

Comfort

Comfort, especially relief from pain or uncomfortable conditions, is a major selling point in the retail drugstore. Relief from discomfort is the store's reason for business. Nearly all nonprescription drugs, first-aid supplies, hospital wares, postsurgical appliances and equipment, and similar merchandise lines should stress relief from discomfort. This is a major selling point. And a good salesperson should be able to state how these products will help relieve discomfort.

Pride of Possession

Pride of possession might be the customer's main motive for buying some types of supplies or equipment, such as cameras. The salesperson should stress the brand name or the prestige of owning a particular item as a selling point.

Price

Reduced price can be a selling point. But it should never be the only reason for buying a product. Usually, price is left as a selling point to help close a sale. It can also be used as a selling point when it is broken down to a "per day" or "per month" basis.

Safety and Health

Safety and health factors are chief selling points for medicines, drugs, first-aid supplies, hospital wares, and all types of surgical or orthopedic appliances. In nonprescription drugs, safety factors may relate to experimental tests used by the manufacturer. "No unusual side effects," "can be used by diabetics," and "safe for persons on salt-free diets" are all captions that stress safety. They tell the customer that safety is a major consideration in buying.

Service, Care, and Guarantees

Service, care, and guarantees are necessary with any mechanical or electrical appliance. Customers want to know how much care and what type of servicing is required. They also are interested in the length of time the product is guaranteed to perform. In most cases, the store does not issue the guarantee or warranty. This is issued by the manufacturer. And the customer must return an appliance to the manufacturer rather than to the drugstore. The salesperson should read warranties and guarantees carefully and explain them honestly and fairly to the customer.

Sources of Merchandise Information

You can learn to make wise suggestions about which products to use. But first, you must study all available literature, package inserts, salespeople's leaflets, package descriptions, advertising, and articles in trade journals. Any product from toothbrushes and cosmetics to giftwares and housewares requires a lot of merchandise knowledge. Then the salesperson can sell it wisely.

There are many other sources of product information. These are several trade journals such as *Drug Topics*, *American Druggist*, *Pharmacy Times*, and *The Apothecary*. These are important sources of information about products or merchandise lines. They discuss trends, problems, case studies, and other interesting highlights of merchandising.

Wholesale salespeople, jobbers, manufacturers' representatives, and buyers are good sources of information for the product lines they sell. Manufacturers supply sales literature and flyers on products, with descriptions of product uses and benefits. Wholesalers have catalogs with merchandise information. These present material reduced to the basic facts for the customers.

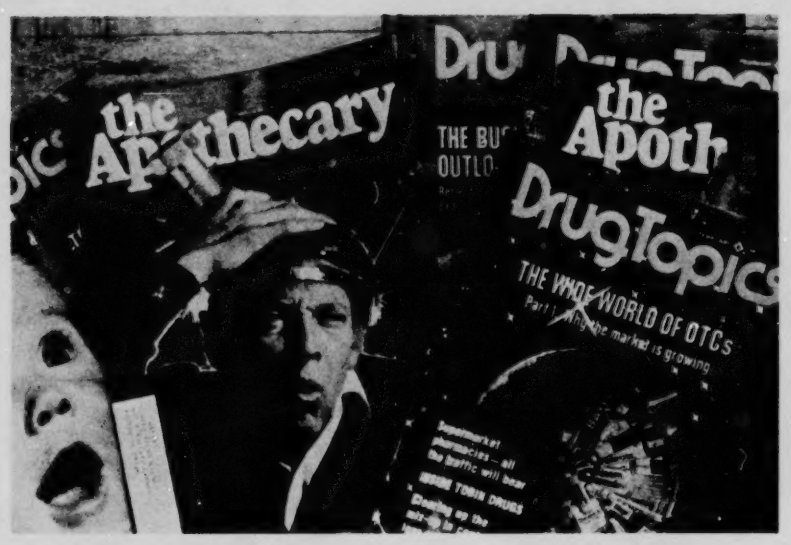


Figure 1. Trade journals, manufacturers' sales literature and flyers, and wholesalers' catalogs are good sources of product information for beginning salespersons.

Experienced salespeople, the store owner, or the manager are often helpful in supplying information. The pharmacist can be very helpful in explaining the uses and benefits of nonprescription drugs. The M&DE trainee should look for product information about the products being sold in the drugstore.

Questions

1. Explain how *proprietary medicines* differ from *prescription medicine*.
2. What is *merchandise information*?
3. Name four main sources of merchandise information other than labeling found on packages or package inserts.
4. Distinguish between a *selling feature* and a *benefit*.
5. How is merchandise information translated into selling points?
6. Define *suitability*, *durability*, and *versatility* as they apply to merchandise information.

Projects

1. Select five products from your training station's stock of merchandise. Prepare a feature-benefit analysis similar to the example in this assignment.

Item: _____

Features	**Benefits**
.....	.....
.....	.....
.....	.....

2. Using features that have been translated into benefits, prepare a selling presentation on the product similar to the example in the text.
3. Select two products from your training station's stock of merchandise. Prepare a *product knowledge inventory* for each product. Include the sources used and the information received. This information should include something about the history of the company and the product, warranties, guarantees, durability, uses, and so on.

4

Suggestion Selling

Objectives: After completing this assignment, you will be able to—

1. define *suggestion selling*:
2. give examples of suggestion selling;
3. show your ability to increase sales through suggestion, either of a related item, an additional item, or by trading up to better quality.

The practice of selling customers more than they originally intended to purchase by suggesting related items is known as *suggestion selling*. Suggestion selling is not to be confused with high-pressure selling. It does not mean selling customers products they do not need or cannot use. This latter type of selling results in unhappy customers and returned merchandise.

Those who benefit from suggestion selling (also called *plus selling* or *creative selling*) are the store, the customer, and the employee. Drug retailers know that if salespeople sell only what the customer calls for, the store's sales volume will probably not increase. It is the sale of extra items that counts. Without it, the store will not be able to pay the employees' salaries. Remember that the major advantage to the store in suggestion selling is *increased sales and profit without necessarily increasing the overhead*.

Suggestions remind customers of something they may have forgotten. For example, ask your customers if they need toothpaste or mouthwash when they are buying a toothbrush. The customer may have forgotten, and would appreciate the reminder about the related items. Several times a year, especially in the cosmetic section, different manufacturers offer their products at half price. For example, a $6.00 bottle of perfume sells for $3.00. Pointing out a special sale to customers may help them save money, especially if they use the product regularly.

If you ask questions and make statements that get your customers' attention, they will be in a better frame of mind. And they will appreciate helpful suggestions. Getting customers' attention is also very important in selling additional products.

In selling by suggestion, the customer's buying interest must be aroused. People do not buy an item only because it is on display or because a salesperson suggests it. Customers are interested only in results. What will the product or item do for them? What advantages will they gain by owning it? For this reason, a salesperson must appeal to the customer's own interests. A salesperson who uses good selling techniques should talk to the customer about qualities, benefits, or values of the merchandise. This kind of information makes suggestion selling possible.

Suggestion Selling Approaches

Alternate Selling

Many times a customer will call for items that the store does not carry. Or perhaps they are on order and will be in stock in a few days. Sales are often missed because the salesperson failed to show the customer a similar item. The salesperson should express regret that the preferred brand is out of stock. He or she might then say, " I know you prefer that item, but are you acquainted with this one?" This type of approach will assure the customer that the salesperson is not trying to pressure the customer into a purchase. This type of suggestion selling is called *alternate* or *replacement selling*. It is offering an item to take the place of the one the store is out of or does not stock.

Related Selling

Few items in the drugstore are unrelated to some other item in the store. Every time a customer makes a purchase, it gives the salesperson a chance to sell a companion item. To a customer buying a bottle of shampoo, the salesperson might say the following. "We have a sale today on Nova Hair Conditioner. It's very good for all types of hair. It's also used in professional hair salons. And it sells for only $2.50." This type of selling is called *related selling, companion selling*, or *associated selling*.

Seasonal Selling

This type of selling might be used to suggest items for special events or with other special uses. To sell sunglasses, the salesperson might say, "The summer sun is very hard on your eyes. And it makes driving in the daytime difficult. This pair of sunglasses will filter away the sun's glare and make driving much easier and safer for you." Other seasonal selling items are swimming gear, suntan lotions, and fans during the summer. In the winter, you might mention heating pads, vitamins, hand lotions, and medicine chest items.

Selling New Items

As a rule, people are interested in learning about the "latest" and the newest. For example, if the customer is buying mouthwash, the salesperson has a chance to say the following, "You've probably heard about the new, improved 'Sweet-mint' breath spray. It contains a new additive that gives more hours of breath protection. It also comes in an easy-to-carry, nonbreakable pocket-size spray bottle. And the introductory price is only $.89—a real bargain."

Selling Combination Offers

If a special offer is close at hand during the regular sale or after it has ended, the salesperson could say the following to the customer. "Have you taken advantage of our combination offer on razors? When you buy this razor, you get this package of blades at no extra cost."

The salesperson did not say, "How about one of these razor combination offers?" Instead, she made the offer sound as if it were an outstanding one. And she asked if the customer had taken advantage of it. It is a good practice for the salesperson to phrase questions so that customers will not respond negatively.

Trading Up

Trading up, or *selling up*, will become a familiar phrase to most M&DE students. It refers to selling a better-quality item. Suppose a customer wanted to buy a vaporizer. The salesperson might bring out a vaporizer selling for $15.95 and a better one for $19.95. The salesperson would naturally stress the features and benefits of the $19.95 model. But he should be careful not to run down the less expensive product in order to sell the higher-priced one. Running down an item is a bad practice because the customer may only have $15.95. He or she may be afraid to buy the vaporizer that the salesperson has made seem inferior.

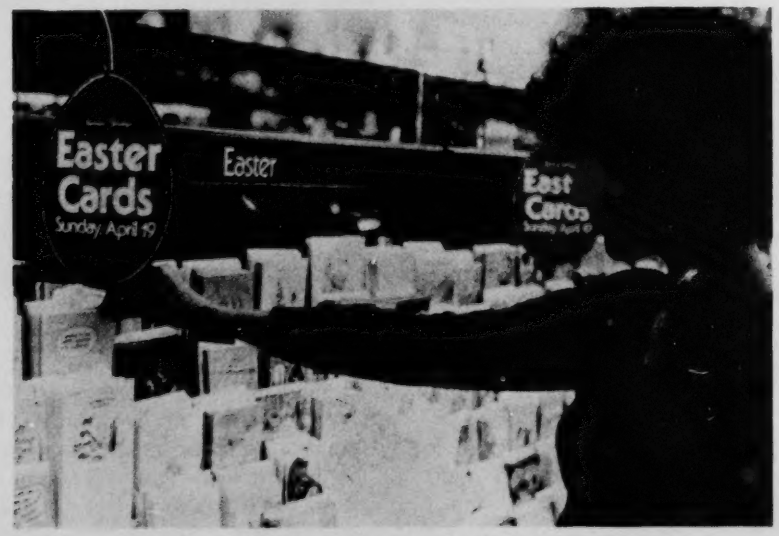


Figure 1. One type of suggestion selling is called *seasonal selling*. It is used for special occasions or features products used only during certain times of the year.

Multiple Selling

Many times a day the salesperson has the opportunity to sell more than one of an item. Selling several items at a time is known as *multiple selling*. Light bulb manufacturers saw that people liked having a supply of light bulbs on hand. When one burned out, there would be another to take its place. This is why they packaged several together. Usually, the salesperson sells more than one or two light bulbs at a time. This increases the average sale.

Selling Larger Sizes

Selling larger sizes is sound merchandising. As prices rise and money buys less, the customer looks for better values. Customers usually like to be reminded that they will save money by buying economy sizes. And they are entitled to this service.

If a customer does not ask for a special size, you can assume that he or she usually buys in large quantities. The salesperson should offer the customer the large size and say, "Mr. Ferrer, you save $.30 and gain three ounces when you buy the large size." On the other hand, if the customer asks for the small size, the salesperson should show it and say the following. "Mr. Ferrer, if your family uses very much of this, it is more economical to buy the large size because you save $.30 and gain three ounces."

One or two extra items are as many as can be expected from extra suggestion sales. People like to buy rather than to be "sold." So watch the customers' reactions. If they seem impatient, do not press suggestion selling further. Also, do not try suggestion selling with people who are in a great hurry and want only one item.

Selling Extras

Selling "extras" with prescriptions can raise profits in any drugstore. The pharmacist must work with the salespeople. Many stores have designed a system for selling merchandise related to prescriptions. Drugstores using this plan find it is a service to the customer, as well as a very profitable idea.

See pp. 18–19 for a list of items that go with certain Rxs. (*Rx* is used in the drug industry to stand for prescriptions.) If the Rx being filled by the pharmacist reads that a vaporizer will be needed, the pharmacist should write the figure "1" in a circle on the *claim check* or call label. This tells the salesperson delivering the prescription to the customer that a vaporizer will be needed. This should be suggested to the customer. If another prescription is liniment, and the directions say, "Rub in well and apply heat," the pharmacist should circle "7." This tells the salesperson to suggest a heating pad or hot-water bottle.

Questions

1. What is *suggestion selling*?
2. How does *suggestion selling* benefit the store, the customer, and the employee?
3. Define *alternate selling*.
4. What is *related selling*.
5. Explain *trading up*.
6. What danger should a salesperson be aware of in trading up?
7. What procedure should a salesperson follow when the customer does not specify any size, and the product comes in several sizes?
8. What does *Rx* stand for in the drug industry?

Projects

1. Does your training station have a method of "suggestion selling" related items from prescriptions filled by the pharmacist? If so, give an explanation of how the system works. If not, suggest a system that might work in your training station. After preparing it, show it to your training sponsor as a suggestion.
2. Suggest at least two related items that might be needed by the customer for each of the following merchandise items.
   - Cough syrup
   - Throat lozenges
   - Surgical dressings
   - Shampoo
   - Roll of photographic film
   - Nasal syringe
   - Ice bag
   - Heating pad
   - Toothpaste
   - After-shave lotion
   - Vaporizer
   - Greeting card
   - Box of candy
   - Sunglasses
3. Role-play a selling situation with one or more classmates in which you have to do suggestion selling.

Selling "Extras" with Rx's

1. Vaporizer
2. Rubbing alcohol
3. Atomizer
4. Hypo-syringe
5. Nebulizer
6. Fever thermometer
7. Hot-water bottle or heating pad
8. Applicators or ready-made applicators
9. Gauze
10. Gauze bandage
11. Adhesive tape
12. Tongue depressor
13. Ice bag
14. Eyecup
15. Ear and ulcer syringe
16. Cotton
17. Irrigator
18. Nasal douche
19. Vaginal syringe
20. Drinking tubes

(This space is for adding additional "extras.")

How It Works

Slide this sheet under prescription case glass or tape on wall where it can be easily seen. Place a second sheet at the wrapping counter.

The pharmacist fills the following prescription.

℞ 1 Tr Benzoin Co. ℥ii
Sig: For use in vaporizer

The directions indicate that a vaporizer will be needed. On the claim check or call label the pharmacist will write 1 with a circle around the number, indicating to the salesperson that a vaporizer will be needed and to suggest one to the customer.

℞ Liquid Analgesic ℥iii
Sig: Rub in well & apply heat

The above prescription indicates that either a heating pad or hot-water bottle will be needed, and 7 is circled on the call label.

℞
1 g Merthiolate, ℥i
Sig: Swab throat twice daily.

The above prescription would need:
8 (applicators)
12 (tongue depressors)
16 (cotton)

Following is a list of some of the frequently called-for sickroom supplies, such as alcohol and cotton for sterilizing a fever thermometer. When sprinkled in rubber gloves, talcum makes them easier to get on and off. During slack periods, salespeople should go over each of the sickroom extras with the pharmacist to determine whether there are other "extras" that could be included.

Selling Sickroom "Extras"

Vaporizer
- Tincture benzoin compound
- Disinfectants
- Oil of pine needles

Alcohol
- Cotton
- Gauze
- Tape

Hypo-syringe
- Sterilizing tray
- Forceps
- Cotton
- Alcohol

Nebulizer
- Spray solution

Atomizer
- Nasal sprays

Fever thermometer
- Alcohol
- Cotton
- Cold remedies

Applicators
- Cotton

Eyecups
- Boric acid solution

Crutches
- Arm pads
- Extra tips

Rubber sheeting
- Absorbing material
- Dusting powder

Vaginal syringe
- Antiseptic douche powder

Bedpan
- Rubber sheeting
- Disinfectant

Trusses
- Dusting powder

Insulin syringe
- Testing outfits
- Alcohol
- Insulin
- Cotton

Splinter Forceps
- Magnifying glass
- Alcohol
- Antiseptic
- Bandages

Heating pad
- Analgesics

Rubber gloves
- Talcum
- Disinfectant

5

Drugstore Sales Promotion

Objectives: After completing this assignment, you will be able to—

1. explain how sales promotion can be used by the retail drugstore and
2. identify the more common forms of sales promotion, and tell which would be the most effective for a retail drug enterprise.

Since business has become more competitive, it's very important for all students to understand the concept of *sales promotion*. "In a broad sense, sales promotion embraces all activities and devices that are designed to sell more merchandise and to create goodwill, directly or indirectly." [1] Specifically, sales promotion refers only to those activities and devices whose main function is to invite, persuade, and otherwise encourage and stimulate sales or trade on a profit basis. Sales promotion includes many things—advertising, publicity, window display, interior display, the actual selling of goods, and any other activity that aids sales profits.

The lifeblood of any business is new customers. Effective advertising is the best way to increase customer traffic and store sales. Store traffic must be high if a business is to survive and prosper. The store must keep and generate new ones. This is a constant building process. To do this, the drugstore must use imaginative, intelligent sales promotions that will attract customers. A customer may buy basic drugstore items in many places besides a drugstore. Through sales promotion, the drugstore must keep informing the public about who it is, its location, and what products and services it offers. It must also impress on the customer that it offers these to better advantage than any other store.

Webster's New Twentieth Century Dictionary defines a promotion as "the stirring up of interest in an enterprise." This can occur in many ways. In general, the most important and widely used forms of sales promotions in the retail drugstore are (1) *direct-mail programs*, (2) *newspaper advertising*, and (3) *radio and television advertising*.

All advertising is designed to do three things: (1) attract the customer's attention, (2) arouse interest, and (3) create a desire to buy. The final test of an advertising campaign is to evaluate the number of sales generated and decide whether the results were worth the costs.

Direct-Mail Programs

Much of the drugstore's business comes from limited sections of the community where regular customers live. Direct-mail advertising is an excellent way to reach a regular customer. This approach is more personal than newspaper advertising. It is addressed to the customer and comes directly from the store. With this approach, a select group of persons can be reached on a regular basis. Persons with special needs can be reached easily through direct mailing—diabetics, persons in need of surgical supplies, persons in need of eye-care supplies, and so forth.

Direct mail is usually mailed on a monthly basis. Or it can be linked with special seasonal events, such as Mother's Day or Father's Day. A great deal of promotional material is available to the drugstore owner from the wholesaler, manufacturer, or supplier. When material is provided, usually free, owners can adapt it to their own needs.

It is extremely important for the direct-mail program to have a good, current mailing list. This is a list of persons who will receive the promotional materials. One good way to compile this list is to use a mailing service. A mailing service handles the actual addressing of envelopes and mailing of materials. This type of service has various lists of prospective customers. A list of the drugstore's own charge customers can be produced.

Handbills, or *circulars*, are a form of direct-mail advertising. The circular is similar to a newspaper advertisement, except that the drug retailer arranges for its distribution. It is hand delivered to homes and contains the sales presentations. However, it doesn't include the news, comics, and local events that attract readers to a newspaper.

Newspaper Advertising

Small community drugstores that serve surrounding rural areas can use the local newspaper at reasonable expense. Large chains with several stores in a metropolitan area have considerable success with newspaper advertising. It might not profit the smaller independent drugstore to use the newspaper advertising on a regular basis, because of the cost. Most of the customers come to the drugstore from the immediate area. And the independent's ad would be wasted on many persons who would not travel far to shop there.

Classification of Ads

Two general types of newspaper advertisement are used by the retail drugstore. These are the *institutional* ad and the *promotional* ad.

Institutional advertising is designed to promote the store itself—not a particular product. Also known as public relations advertising, it is designed to build up the store's image. Institutional advertising has long-range rather than immediate effects and benefits.

Promotional advertising is used to produce an immediate effect. It is designed to promote such things as quality, new products, or reduced prices. This kind of advertising is meant to increase traffic, generate more sales, and encourage buying. Most advertising found in the newspaper is promotional advertising.

Selecting the Newspaper

For a neighborhood drugstore in a large city, the least expensive choice would probably be to advertise in a neighborhood newspaper or the local "Shopping News." This is better than advertising in a large daily where a considerable amount of money is paid for wasted coverage. (*Wasted coverage* means advertising to people who are not potential customers.)

In a downtown drugstore in an average city or town, the drug retailer would probably use the paper with the largest circulation. Newspapers are enjoying more use because of the rising costs of TV advertising.

Ad Location in the Newspaper

There are preferred sections in a newspaper for ads to appear in. This depends on the items being promoted. If the ad is on a frequently read page, then the chances are greater that it will be seen. It is usually safe to assume that the ads on the first two or three pages will be read. This is where most of the national and important local news is usually found. Ads showing elastic bandages, first-aid kits, etc., obtain the best results in the sports section. The same ad layout should appear from time to time. This helps build customer ease in identifying products.

Radio and Television Advertising

Radio and television advertising can be very effective in promoting a store's products and services. Television time may prove to be too expensive for the independent retailer. The spot announcement is one of the most economical methods of getting the message aired on the radio. As in some types of newspaper advertising, there is a lot of wasted coverage with the use of these media. Radio and television advertising is more widely used by the larger chains with good results. Cable TV is a growing area. It is proving to be a very profitable medium for advertising.

Advertising on Store Goods

Almost everything the customer takes home can be used to advertise the drugstore—wrapping papers and sacks, gummed labels and tape, prescription-bottle caps and labels. These all serve to remind the customer where the goods were purchased. The sacks and wrappings also advertise a particular drugstore to others who see these items.

Window and Interior Displays

Display is another form of nonpersonal promotional effort. It includes both window and interior displays. And its purpose is to sell the merchandise itself. Its biggest advantage is that it stimulates impulse buying. Displays should be distinctive, pleasing, and appropriate, yet very simple. The display should revolve around one theme. The drugstore's window is usually the first contact with the drugstore a customer has after reading an advertisement promoting a particular product. The drugstore owner should tie the window and interior displays to the appropriate advertisements. Where practical, window captions and ad captions should be identical. Interior displays should also carry out the theme of the promotion. Wherever promoted items are located, there should be signs reading, "As Advertised."

Salespeople must know about these advertised prices. It is also the salesperson's responsibility to make sure that there is a sufficient supply of the advertised items in stock and on display. Customers

Figure 1. **Types of Sales Promotions**

do not like to travel to a store only to find that advertised items are no longer in stock.

When to Advertise

The most profitable advertising offers customers what they want when they want it. People buy according to predictable patterns. So drug retailers can set up an advertising program in which every selling opportunity is supported with the amount of advertising it deserves. There is very little use in advertising when conditions show that people are not inclined to buy. Advertising expenditures should accompany high selling periods. Advertising should be repetitious and consistent. It helps to build confidence and acceptance by the customer.

Drugstore Promotion

Anything a drugstore can do to attract new customers and keep old ones is worth trying. The following are a few ideas that have been tried with success in some stores.

1. During "Poison Prevention Week" a drugstore can urge customers to clean out their medicine chest. The store can offer to buy back empty prescription containers regardless of where they were purchased. This is also a way for the drug retailer to help the community by providing organizations with a method of raising money.
2. The drug retailer can work together with a dress shop in sponsoring a fashion show featuring new fashions and cosmetics. This would induce shoppers to come to the store afterwards to buy cosmetics and grooming needs.
3. The camera department can be promoted by loaning cameras to customers if they purchase one roll of film per day for the period of the loan. Not only is film sold to the customer, but there will be even more profit from the film processing.

4. As a back-to-school promotion for the sale of school supplies and lunch boxes, a drugstore could offer a free labeling service. The store could use the slogan, "Anything you can lose, we can label." A label maker is a small investment with a great potential for additional sales.

Questions

1. Define *sales promotion.*
2. List the three most widely used forms of sales promotion.
3. What are the three purposes of advertising design?
4. Explain the difference between *institutional* and *promotional* advertising.
5. What is meant by *wasted coverage* in advertising?

Projects

1. Prepare a report on all the forms of sales promotion used by your training station. The report may include samples of envelope stuffers, flyers or circulars, newspaper advertising, display promotions, and civic or community campaigns. Include all forms of window and interior displays. Ask your training sponsor which of these is considered to be the strongest sales booster.
2. Draw or sketch a point-of-purchase display used in your training station to promote impulse buying of any product. If you desire, make a snapshot or find an illustration of one in a trade journal. Quote sales figures to show the effectiveness of the display.
3. From a local newspaper and a national magazine, clip several examples of national advertising on a product carried by your training station. Describe how your store could take advantage of this advertising to promote the sale of the product.
4. Collect two samples of each of the promotional methods described in your book. If samples cannot be collected, such as a television advertisement, simply describe the type of promotion used.

6

Merchandising and Inventory Control

Objectives: After completing this assignment, you will be able to—

1. define the merchandising function of the retail drugstore;
2. state the three basic buying decisions that must be made by the person responsible for buying;
3. give the purpose of taking inventory and the method used by your training station; and
4. describe the stock control function of a retail drugstore.

Merchandising includes the functions of buying, selling, stockkeeping, receiving, marking, pricing, and stock control. Tied closely to all these functions are the promotional activities of advertising, display, and public relations. The beginning trainee in the retail drugstore is involved in merchandising, even though he or she may not make major decisions in all these areas. It is to your advantage as a trainee to understand the decisions that must be made in merchandising. Then you can better perform your tasks and entry-level duties of stockkeeping, housekeeping, receiving, checking, marking, and selling.

Buying Function

Often the owner of a drugstore relies on more expert help to make buying decisions. Many wholesalers offer this type of merchandising service to the retail drug owner. Larger chain-store operations have central buying offices. Their buyers assume full responsibility for all these decisions. Regardless of who buys or who assumes responsibility, there are three major buying decisions that each must make. These are (1) where to buy, (2) what to buy, and (3) how much to buy. The store's profit depends on how these decisions are made. The following discussion is limited to normal purchases of nonpharmaceutical merchandise carried in the retail drugstore.

Where to Buy

For most small, independently owned drugstores, the owner buys from the drug wholesaler. Larger stores and chain-type operations buy from manufacturers and suppliers. The merchandise is then shipped to central warehouses for later distribution to the retail outlets.

The wholesaler is a vital part of the retailer's existence. The small store owner usually depends on the wholesaler's services in areas where the owner has little knowledge or time. Many wholesalers are full-line, full-service types. They carry a complete line of all types of merchandise usually found in most retail drugstores, including pharmaceuticals. These wholesalers offer many professional services. These include credit, leasing plans, store planning and modernization service, merchandising, buying, sales promotion, accounting and control, and many others.

Limited-line wholesalers offer few services. A limited-line wholesaler may stock only pharmaceuticals, proprietary drugs, and toiletries. In this case, the retail druggist may choose to buy candy, tobacco, stationery, and gift supplies from a tobacco wholesaler. Most small stores find it is best to find one or two good full-line, full-service wholesalers. And these wholesalers can supply all of their needs. The owner must decide which types of suppliers are best. The owner must also decide on the best terms, the best lines to stock, and which of these sources offer the most service.

What to Buy

A more important decision is *what to buy*. There are many lines, brands, sizes, and quantities of products available. Each wholesaler offers wide varieties from which to choose. And each wholesale salesperson or manufacturer's representative has special methods of persuading the buyer. The buyer must

consider the amount of space in the drugstore and how many lines and what type of merchandise will be stocked and carried. He or she must also know the available storage space, stockroom facilities, merchandise turnover, and profitability of merchandise.

Deciding what to buy depends on where the retail drugstore is located, the customers, the neighborhood's general economic status, the competition, and future growth plans. Types of retail drugstores may range from a professional pharmacy carrying only pharmaceuticals to a full-line drugstore with toys, giftware, appliances, cameras, a newsstand, housewares, sporting goods, and a short-order cafe.

For these reasons, the owner of the small, independent store often seeks the services of a full-line, full-service wholesaler. The owner lets merchandising specialists handle the major buying decisions. These persons can take full responsibility for buying and merchandising the different departments. They can show the owner only the end results. And these results add up to *profitability* figured on square feet of floor space, turnover, and return on investment.

If the owner is to make the buying decisions alone, then he or she must remain alert to changing buying patterns and public demand. The owner must know who the target market is and what that market wants and needs.

Competition plays a great role in decisions about what to buy. Since patterns of competition constantly change, the buyer must watch them closely. It's important not to become overstocked in a line that is widely promoted by a competitor. This is especially true where mass merchandisers and supermarkets have extensive lines of proprietary medicines, first-aid supplies, and household toiletries.

A "want book" is a good method of deciding what to buy. The buyer enters the names of requested products or brand names that were out of stock or were not carried. If many customers ask for a specific product or brand name, it's obvious that they expect to find these stocked by the drugstore. Many items, such as school supplies and gift merchandise, enjoy only seasonal sales. These must be anticipated and kept under constant control. Salespersons must ensure that stocks are adequate when they need to be at their maximum level.

Another decision about "what to buy" concerns brand names and private labels. Generally, only chain stores must make these decisions. But often, wholesalers are the only agents for brands less well known than those nationally advertised. Even though the quality of these products may be as high as national brands, the customers may not accept them as readily. Nationally advertised brands offer several advantages. They require less selling time and effort from salespeople. They support national and local advertising, can be purchased in smaller quantities, see a higher turnover, and have a more uniform quality. Also the manufacturer accepts the responsibility to the consumer for product performance.

How Much to Buy

Before the buyer can decide how much to buy of any item, the sales and inventory must be known. The planned inventory plus the planned sales, less the actual on-hand inventory plus the amount on order, gives the *open-to-buy* amount. This formula keeps the owner from overspending the budget. It means that the owner has the least number of dollars invested in stock in order to make the *planned* sales.

The *open-to-buy* formula is:

(Planned Inventory + Planned Sales) − (Actual Inventory + On Order) = Open-to-Buy

or

($25,000 + $25,000) − ($27,000 + $13,000) = $10,000

One good method of determining effective buying practices is to compare turnover rates with those of other druggists across the nation. Several trade associations, trade journals, and pharmaceutical companies publish these statistics for product buyers. If the local retailer is having lower turnover rates on certain lines, the retailer should investigate to see what is going wrong with sales, promotion, location of stock, or other factors. On the other hand, if turnover rates are higher than average, the retailer might want to buy more stock to save on buying costs.

Slow sales and low turnover rates can have various causes. Usually they are the result of the following: (1) too many brands, (2) too many different sizes or types of a single product, (3) a pricing schedule that's too high, (4) wrong product choices, (5) poor stockkeeping and merchandising, (6) poor housekeeping and shopworn merchandise, (7) poor stock rotation methods, (8) untrained sales personnel, (9) improper recordkeeping, and (10) lack of good stock control methods.

The Pricing Function

Correct pricing for quick resale is just as important as correct buying practices. Sales may appear to be

brisk, and the owner can assume things are being done right because business is good. However, if merchandise is underpriced, then the retailer is going broke. And it will be too late when that discovery is made.

When the merchandise is bought, the buyer must know what the product can be retailed for. Competition will force a certain price range on the retailer. The difference between the cost price and the selling price is known as *markup*. Markup must be great enough to cover the cost of doing business, and still leave a net profit.

A retailer must keep accurate business records in order to price merchandise correctly. If expenses are not known, then the retailer does not know how much markup to take on each item. Many items with a nationally advertised price or preretailed price will bring only a set amount of profit. Other products will be higher or lower. Markup must be figured on a group of merchandise. An average cost is computed, rather than individual cost per item.

To stay competitive, the small independent retail drugstore often is caught in the trap of price-cutting. The retailer may feel it's necessary to advertise "discount" prices in order to compete successfully. The type of image or character the store wants to portray to its customers must be decided at the outset of its operation.

Customers shop in the retail drugstore for certain merchandise. Price is seldom what lures the customers into the store. They come to the store because of the kind of the products offered, the quality they expect to find, the service, or the personality of the druggist or salespeople inside. Price is important, but it is not the key to success.

Stock Control

Stockkeeping

Stockkeeping duties vary from one store to another. In most smaller independent drugstores, the duties will include receiving, marking, stock rotation, stockroom housekeeping chores, stocking the selling areas, and maintaining the selling fixtures. They will also include stock cleaning, straightening, and rotation on the shelves and counters. By doing these duties, the trainee will have an excellent chance to observe and learn all about selling drug-related merchandise.

The trainee must learn receiving room duties and the procedures for checking invoices, counting, and inspecting for short or damaged merchandise. This first contact with stock and inventory records is important. Keeping an accurate inventory begins with what is received and marked into stock.

Each employee in the store usually has some contact with inventory and stockkeeping. For greater accuracy, no incoming stock item should ever be put on the shelf until it has been checked in. It should also be checked against the purchase order and the invoice. If the invoice is delayed, it is better to hold the merchandise in the stockroom until checked.

Stock rotation is important—both in the stockroom and on the shelf. With drugstore merchandise, freshness and purity is as important as cleanliness. Merchandise that remains on the shelf for too long becomes shopworn and loses its sales value. Rotation is important in the stockroom. Cartons of merchandise left too long may become damaged. And this makes inventory records invalid.

Inventory

For many store owners, it is better to hire a specialized team to take inventory. These persons may be furnished by the wholesaler as a part of their services. Specialized firms can come in and take inventory in a day's time. This leaves the pharmacist and regular staff to take care of normal business. These specialists are bonded, and they know the pharmacy business. They use automated equipment, and their figures are usually accurate.

If inventory is taken by the store staff, it should be done after store hours. This permits free movement and does not inconvenience customers. The store should be divided into sections, with a two-person crew to work each section. The best method is to have one pair count and another pair check for accuracy. On this rotation basis, the inventory may be taken and checked. Records are then compiled for final tabulation. For greater accuracy, teams should take inventory in those departments where they have no responsibility for stock or sales. This procedure allows for checking on employee pilferage if the owner suspects that shortages are running too high.

The secret to taking a fast, efficient inventory is organization. Shelves should be arranged in full stacks, thus making counting much easier. If stock control numbers and coded price tickets are used, the inventory checker records the purchase date and cost price, as well as the selling price. Final tabulations then show the markup or mark-on, the turnover rate, and the differences between book inventory and physical inventory. On the latter, purchase records show how much stock was received. The inventory also reflects how many units are still

on hand. The difference should be recorded as department sales.

If one department had a certain amount of dollar sales and the inventory shows that it should have a higher amount, then there is a shortage. Shortages may be caused by inaccurate stock records, breakage, or improper markdown records. But most likely they result from shoplifting or employee pilferage.

Questions

1. List the functions of merchandising in a retail drugstore.
2. What services are usually offered by full-line, full-service wholesalers?
3. Name the factors that the buyer must consider in deciding what to buy.
4. How does a buyer decide if the turnover rate and profits are in line with other stores of a similar size?
5. Generally, how may the owner of a small independent drugstore decide whether to cut prices, or *discount*, in order to remain competitive?
6. Of what importance is *stock rotation* to the retail drugstore?
7. Describe a fast, efficient method the store staff may use to take inventory.
8. List three causes of shortages in the retail drugstore.

Projects

1. Draw a simplified diagram of your training station's floor plan. Show the approximate size and location of the stockroom, receiving station, and how the stockroom is arranged by merchandise departments.
2. Describe the system of inventorying used by your training station. Tell how often physical inventory is taken. Note also whether your training station uses price and date-coded price tickets on merchandise.
3. Draw a floor plan of the merchandise displayed on the floor in your training station. Include in this names of the departments. See if you can arrange a better floor plan than is now used in your training station.

Figure 1. The best way to take inventory is to divide the store into sections. A crew of two people can count merchandise while another pair checks for accuracy.

7

Cameras and Photographic Equipment

Objectives: After completing this assignment, you will be able to—

1. describe the functional parts of at least two basic types of cameras carried by the training station;
2. point out the quality construction features and main selling points of each camera model carried; and
3. describe what is known as the "three-call" line.

Film and photo equipment are important drugstore items. They can account for more than 25 percent of the total sales volume. *Drug Topics* reports that camera department sales have more than tripled in the last 15 years. The American people have the photography "bug." And drugstores should take advantage of this situation. Today almost everyone can operate some kind of camera. This means that drug retailers should stock and supply their customers with these products.

"Photo departments in drugstores account for more than half of the still and movie film sales in the country, and almost 45 percent of the flash bulb and photo-finishing volume. Yet they account for less than 15 percent of camera volume." [1] From this statement the great potential of the drugstore photo department can be seen. There is plenty of opportunity to continue high sales of film and photo finishing. And there's also the opportunity to increase the volume of camera sales.

Salespeople do not have to be experts in the use of photographic terms. But they should acquaint themselves with the popular camera models that sell regularly. And they should know which accessories go with these cameras. This is also true of film.

Operating a Camera Department

You can operate a photo department simply and well. A major camera company recommends several things that will help make a successful department. Find the proper location, set up good displays, and find a responsible person to operate it.

Location

In the photo department, related merchandise should be in one spot. The department should be arranged and displayed so that it will be easily recognized by all customers. An adequate supply of film should be neatly displayed. And the showcase should be filled with assorted cameras and accessories.

Traffic flow can be studied to determine the best location of this department. Many druggists favor a location near the front. But some prefer placing the photo department near the tobacco department or the prescription department. This is where traffic is greatest and impulse sales are most likely. Others think it should be placed near the baby goods department, outing supplies, or greeting cards. This would stimulate sales of photo supplies to record special events.

Responsibility

Department responsibility should be given to either a manager or a salesperson. This person should know (1) the basics of picture taking, (2) the basic techniques of photo selling, (3) the store policies, and (4) how to teach others.

Display

A few cameras should be shown near the baby goods and picnic and vacation supplies. Window displays should not be overlooked, especially during holidays and special events. Film could also be kept near the wrapping counter as a reminder. Customers will mentally check their supply of film for future use. These displays are not the same as those in the photo department. They are merely spot displays at points around the store that serve as reminders. The photo department or counter should have a permanent location in any drugstore.

Basic Camera Models

Most drugstores stock two basic models of still picture cameras. These are the *cartridge-loading*, or *instant-loading* camera, and the *Polaroid*. With the cartridge film camera, the owner must send film out for processing. The Polaroid camera has its own film-processing technique within the camera. Pictures are ready to view in a few seconds. Both of these cameras are very popular, and sales are high.

All cameras have basically the same parts. See figure 1.

Cameras are so diverse that the salesperson must rely on information from the manufacturers. All cameras have their limitations. The less expensive cameras have lenses that limit their range and power. As a beginning salesperson, you must study each camera that the drugstore stocks. Then you can inform the customer what each camera will do.

Steps to Successful Camera Sales

Meeting the Customer

A customer's first impression is often lasting. Salespeople in the camera department, as in every department, should look their best. They should have a sincere smile, personal cleanliness, and neat clothing. The right attitude is most important. You should have a genuine interest in customers and their needs.

An appropriate greeting for the salesperson working in the camera department might be: "Good morning. This beautiful, sunny weather certainly makes it a great day for taking pictures, doesn't it?"

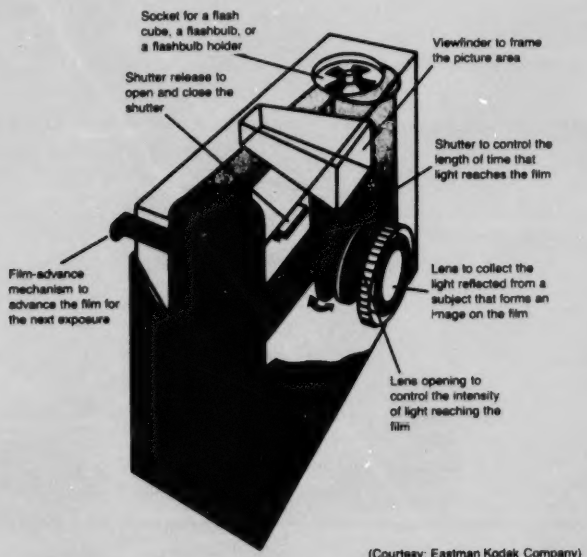
Discovering the Customer's Needs

In order to best serve the customer, it is very important for the salesperson to learn just exactly what the customer wants. For example, a customer may say, "I want color film." In that case, it would be the salesperson's responsibility to find out whether it is for slides, prints, or movies, and what size film is needed.

As the salesperson, you must ask questions to determine the customer's buying motives. The customer may want quality, versatility, economy, service, appearance, and/or durability. You should find out whether the camera is for a gift or for personal use. Also the salesperson will want to know if the customer takes photos as a hobby or for a living.

Showing the Merchandise to the Customer

To sell cameras, the salesperson must have a working knowledge of the most popular brands. Camera


Socket for a flash cube, a flashbulb, or a flashbulb holder
Viewfinder to frame the picture area
Shutter release to open and close the shutter
Shutter to control the length of time that light reaches the film
Film-advance mechanism to advance the film for the next exposure
Lens to collect the light reflected from a subject that forms an image on the film
Lens opening to control the intensity of light reaching the film

(Courtesy: Eastman Kodak Company)

Figure 1. **Camera Parts**

Table 1
Common Photographic Terms

As a successful salesperson, you will want to become familiar with these common photographic terms. You can use this section to answer customer questions, too.

Adjustable camera—a camera with manually adjustable distance settings, lens openings, and shutter speeds.
Automatic camera—a camera with a built-in exposure meter. It automatically adjusts the lens opening or the shutter speed, or both, to give the film proper exposure.
Enlargement—a blowup, or print, that is larger than the negative.
Exposure—the quantity of light allowed to act on film. It's the product of the intensity (controlled by the size of the lens opening) and the duration (controlled by the shutter speed) of the light striking the film.
Exposure setting—the combination of lens opening (f-number) and shutter speed selected to expose the film.
f-number—a number used to show the size of the lens opening on most adjustable cameras. Common f-numbers are f/2.8, f/4, f/5.6, f/8, and f/11. The larger the f-number, the smaller the lens opening. In this series, f/2.8 is the largest lens opening, and f/11 is the smallest lens opening. The f-numbers help you get the right exposure.
Film speed—the relative sensitivity of a given film to light. Film speed is shown by a number—for example, 25, 64, 80, 125, or 400. The higher the number, the faster the film. This number (referred to as the "ASA" speed) is used to set exposure meters and some automatic cameras.
Negative—the developed film that contains a negative image of the original image. Light objects in the image appear dark on the negative. Dark objects in the image appear light. Negatives are used to make prints.
Overexposure—a condition in which too much light reaches the film, producing a very dark negative or a washed-out print or slide.
Simple camera—A camera that has few or no adjustments to be made by the picture taker. Usually, simple cameras have only one size of lens opening, require no focusing by the picture taker, and have one or two shutter speeds.
Telephoto lens—a lens that makes the subject appear larger on the film or closer to the camera than a normal lens does.
Underexposure—a condition in which too little light reaches the film, producing a very dark slide, a light negative, or a dark print.
Wide-angle lens—a lens that includes more areas in the picture than a normal or telephoto lens. It has a wide angle of view.
Zoom lens—a lens that can be adjusted to normal, telephoto, and wide-angle positions.

instructional manuals are readily available from the manufacturers. And they can be found in the drugstore.

The camera salesperson should always stress the benefits of the product—what it will do for the customer. For example, say, "This camera is easy to load," instead of "This camera accepts a film cartridge." Accepting a film cartridge is a feature of the camera, not a benefit. The explanation should be kept simple. Then the camera will not appear to be more complicated than it really is.

Explaining the operation of a camera thoroughly to the customer is a strong selling point. The customer should understand the salesperson's explanation and feel that the camera is easy to operate. The salesperson should get the camera into the customer's hand. If a Polaroid camera is being shown, the customer should be able to take a picture. Showing a finished product is a good way to sell an item.

When showing cameras, it is important not to show more than two models at a time. Too many cameras on the counter tend to confuse the customer.

Answering Questions and Objections

After you demonstrate a camera or product, the customer may have questions. This gives the salesperson a chance to offer more information that may result in a sale. The following should be kept in mind.

1. All questions should be answered. If you don't know the answers, ask a more experienced salesperson.
2. All replies to questions should be courteous.
3. Sincere objections from the customer tells the salesperson more about the customer's needs.

4. Mention additional benefits to overcome the customer's objections.

Closing the Sale

As a camera salesperson, you must listen for buying signals from the customer. Three possible buying signs given by the customer are:

"How much is it?"

"I think this particular camera is a good buy."

"Can my 12-year-old operate this camera?"

All of these statements show that the customer is in a positive frame of mind to purchase a camera. The salesperson should immediately ask for the sale by using a phrase such as:

"Will this be cash or charge?"

"It looks as if the X Brand camera is the one for you."

"Would you like this gift wrapped?"

Too many inexperienced salespeople fail to ask for the sale. The salesperson should not hesitate to ask for the sale once the customer has shown a desire to buy.

Suggesting Extra Items

When the customer has selected a camera, it is time to make extra sales. You can suggest related items before the customer pays for the original purchase. Try the following ideas.

1. When a customer has purchased a camera, say, "Will two rolls of film be enough to get you started?"
2. When a customer wants film processed, say, "You'll need more film, now. Will two rolls be enough?"

The camera department lends itself well to suggestion selling. A camera is of no value without such items as film, flashbulbs, and a flash attachment if needed. Other items to suggest are a leather carrying case, photo album, and picture frames. You can suggest other items for special camera models.

Offering Service

The most important thing that a drugstore can offer the customer is good service. Customers should be assured that if service is needed, they should come to the store. The salesperson also should remind customers to return or call if there are any questions about how to use an item.

The new camera owner should be encouraged to return the film to the drugstore for processing. A fast, efficient film-processing service should be emphasized to the customer. This is another opportunity for the store not only to make additional profits but also to increase store traffic. It is always a good idea for the salesperson to go over the instruction manual with the customer. Customers will appreciate your interest and concern.

Flash Cubes and Flashbulbs

Customers who wish to take indoor pictures need to purchase flashbulbs or flash cubes. The flash cube contains four or more flashes and automatically rotates after each flash. The flash cube is used with most cartridge cameras. Most of today's cameras use alkaline batteries to activate these cubes. Magicube Type X flash cubes that require no battery are also available. These cubes have their own built-in power. All flash cubes fit directly into the camera. And no separate flash attachment is necessary.

Flashbulbs are used in separate flash attachments. There is only one flash per bulb, and a new bulb must be inserted for the next picture. The flashbulb is used with the more expensive Polaroid cameras.

Film

There are three steps to follow in selling film.

1. Each type of film is mainly used to produce one type of picture. All film cartons explain this. The salesperson selling film should find out what the customer wants by saying the following. "Do you want color prints, black-and-white prints, color slides, or color movies?" This question covers all of the possibilities.
2. The salesperson must then figure out what size film is needed. Cartridge film cameras use various sizes of film. The size of film the customer needs depends on the camera used. Charts to assist the salesperson in deciding on the right film for the customer are usually available in the drugstore.
3. In selling cartridge film, the salesperson must know how many prints the customer wants. The film comes in 12- and 20-picture rolls. The salesperson should always ask the customer, "How many pictures would you like?"

The end of the film box quickly reveals the contents. All brands and manufacturers have their own trade name for the film type shown at the top. The film should be listed as either color or black and white (sometimes shown as B&W). On the label at the bottom, the large letters and numerals show the film type, the film size, and the number of exposures on the film cartridge (see fig. 2).

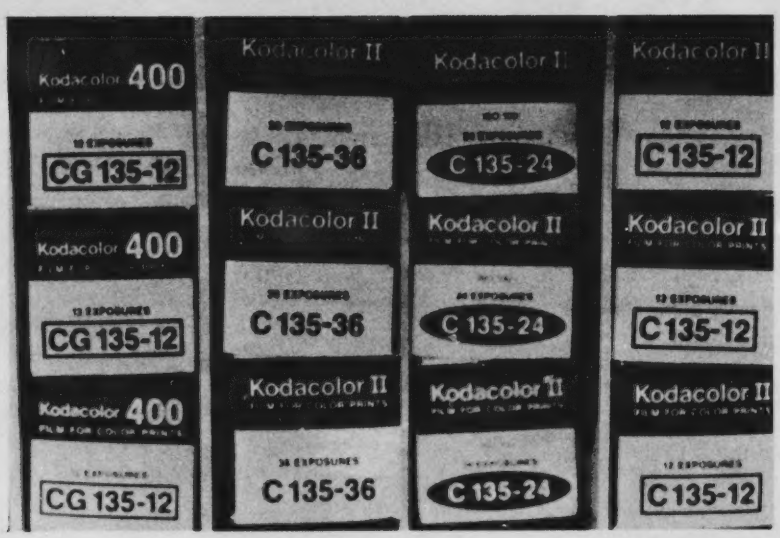


Figure 2. The film box clearly shows the brand and manufacturer, whether the film is B&W or color, the film type and size, and the number of exposures on the film cartridge.

Movie Film

Most drugstores do not carry a large line of movie cameras. But they all probably carry film for these cameras. Two sizes of film are available for movie cameras: the Regular 8mm and the Super 8. Most camera manufacturers now make only movie cameras that require the Super 8 film. There are still many customers, however, that own the 8mm cameras. So it is necessary to carry both sizes of film in stock. Both Super 8 and Regular 8mm are available in the instant-loading or cartridge-loading film. The Regular 8mm is also available in the standard roll film.

The advantage of the Super 8 cartridge is that you don't have to turn the cartridge over at the end of a 25-foot run. The photographer can take the entire 50-foot roll without interruption. This cartridge is smaller and more compact that the Regular 8mm cartridge.

Photo Finishing

Some drug retailers actually pay their rent with profits from photo finishing since it requires no investment. In what is known as the "three-call" line, the first call is made by the customer to buy film. This gives the salesperson a chance to suggest related items, such as albums, flashbulbs, and even other cameras.

The second call is made when the exposed film is brought in for developing and printing. At this point the customer is often a prospect for more film.

The customer's third call is to arrange for picking up the finished prints. This call gives the salesperson a great opportunity to suggest extra prints and enlargements. And this sets the stage for still another customer call for photo processing.

Questions

1. List the four important things that the camera department salesperson should know.
2. What are *spot displays*? What is their purpose?
3. Give the principal difference between the *cartridge-loading camera* and the *Polaroid*.
4. List the seven steps involved in selling a camera.
5. What three things must the salesperson know in order to sell a customer film?
6. Explain what is known as the *three-call line*. Why is it important?
7. What accessories could be suggested with the sale of a camera?

Projects

1. Make up a list of the cameras carried in stock by your training station. Give the brand name, camera model number, type and size of film used, necessary accessory items, major selling points, and price.

2. Select one camera model carried in stock by your training station, and prepare a feature-benefit analysis sheet.
3. In addition to cameras and film, what other photographic equipment and supplies are carried by your training station?
4. Describe the photo-finishing procedures used by your training station. Include the services offered, the approximate time required, and how this service is promoted.
5. Role-play selling a camera from your training station to one of your classroom members.

8

Men's Toiletries

Objectives: After completing this assignment, you will be able to—

1. classify the products sold as men's toiletries;
2. explain why it's necessary to demonstrate products classed as men's toiletries for customers; and
3. tell why men's toiletries have increased in sales over the nation.

The term *toiletries* has been used to cover a wide range of products. Generally it refers to any item used in personal grooming. For men, the term *toiletries* has more appeal than *cosmetics*. The latter has a feminine connotation. Actually, toiletries and cosmetics apply to both men's and women's grooming aids. But the use of terms is important in selling. If a word is offensive or misleading, it can kill a sale. So toiletries can be used to define men's grooming products instead of cosmetics, which might offend many male customers.

Men's Toiletries: An Expanding Market

Along with a more affluent society comes a gradual change in the acceptance of certain products. Grooming aids have become a necessity. The market has expanded, and there is wider variety of selections. Women also greatly influence the toiletry market. And they are more likely to select their husband's, son's, or boyfriend's toiletries, particularly as gifts.

More and more men today are buying and using toiletries. But only a short time ago, they would have totally rejected them. For example, a couple of decades ago, men would never have used hair coloring products and hair spray. Use of these products has become more accepted through TV, newspaper, and magazine ads. Another new item in men's fashion toiletries is winning masculine acceptance. It includes treatment items such as skin conditioners, night creams, and aids for dry or oily skins.

The retail volume of men's fragrances in 1979 was estimated at $850 million, as reported by the Fragrance Foundation. The market for men's fragrances is growing at a rate of 15 percent per year.

The National Association of Retail Druggists (NARD) also reports on their Nielsen Retail Index. These figures show the reasons for the increase of toiletries and cosmetics sales as:

1. increased stock and more complete lines of cosmetics and toiletries;
2. remodeled stores with new fixtures and an interior department;
3. regular cosmeticians added to the selling staff; and
4. increased use of point-of-purchase displays and promotions.

Also, the projected sales for these lines of merchandise show that certain items are among the fastest-growing sales producers. These are deodorants, shampoos, cosmetics, hair dressing preparations, dandruff removers, aerosol colognes, and men's fragrances.

Categories of Men's Fashion Toiletries

For merchandising and selling, men's fashion toiletries are divided into four main categories. These are *fragrances*, *toiletries*, *treatments*, and *cosmetics*.

Fragrances

All products used mainly to produce an aromatic appeal are classed as *fragrances*. Men's fragrances, for the most part, produce a masculine aroma that suggests clean, cool, outdoors refreshment. Citrus fruit, pine, ocean spray, spice, and tropical wood are favorite masculine scents. Products in this category are the after-shave lotions, colognes, or any other items sold mainly for their fragrance. After-shave lotions contain more alcohol to produce a cooling, soothing effect on the skin. Colognes are more concentrated, require less application on the body, and are more expensive.

Toiletries

Toiletries include all products used chiefly as grooming agents. Shave creams in aerosol cans, cakes, or

tubes; deodorants in aerosol cans, sticks, tubes, creams, and lotions; hair preparations and shampoos; soaps and other cleansing agents; shaving equipment, including electric razors; powders and talcums for after bath and after shave; and any other items sold primarily for personal grooming are toiletries. Combs and brushes may also be included if they are designed for men or are packaged as grooming sets.

Treatments

Treatment items include the newer lines of men's toiletries designed to recondition the skin or correct skin problems. In this category, three distinct groups of products are similar in use and purpose to women's toiletries. *Emollient creams* form an oily film on the skin's surface to reduce evaporation. They retain much of the skin's moisture and prevent overdrying. *Lotions* and *creams* soothe and soften the skin to keep it supple and prevent wrinkling and scaling. And the *cleansers*, *fresheners*, and *conditioners* correct skin problems and blemishes. They are used primarily as night applications. The latter group includes skin aids for pimples and acne—common problems for teenagers.

Cosmetics

The cosmetics category includes all products that enchance personal appearance. These include tanning lotions and creams, hair coloring, and facial powders. While the term "cosmetic" is seldom used to refer to men's toiletries, it is really more appropriate for these items.

Selling Men's Fashion Toiletries

Concentrated advertising makes the customer more aware of certain products. It also introduces new products or brand names. The actual selling of the product requires a great deal of personal persuasion and demonstration.

Good display, including point-of-purchase display and location, has a great influence on the customer of toiletry merchandise. There are four main buying motives. And these may be easily defined as customer benefits.

1. Improved personal appearance is perhaps the strongest motivation. This prompts the customer to buy products that hide or remove facial blemishes and minor defects. These products either improve problem complexions or emphasize key features.
2. Health or hygiene prompts the buying of products that cleanse, heal, or promote healing and eliminate body odors. Personal cleanliness is a strong buying motive because it makes the individual feel more acceptable to others.
3. Increased self-esteem is a very strong buying motive. Key products improve one's self-image or help one gain self-confidence. These items come under personal grooming and cosmetic lines.
4. Style or fashion prompts the buying of any product that promotes social acceptance or identity with the "in" group. The customer believes that the use of a certain item identifies him with success.

Demonstration is the strongest selling technique in men's toiletries. Many browsing customers will pick up an item, examine it, and return it to the shelf. This is because they do not understand how this product can benefit them. If the salesperson demonstrates how to use the product, the customer is more likely to see its benefits.

The salesperson should first show how the product is used. Then he or she should hand the sample product container to the customer and ask him to try it. This step is most important in selling men's toiletries to men. This is true of creams, oils, and hair preparations. Once the customer actually uses the product, he begins to feel at ease and is in a better buying mood. Providing samples of products is a good way to help customers decide on the right product.

Mass displays, point-of-purchase displays, and sales literature can also help sell men's fashion toiletries. Mass displays are used to create a buying or impulse mood. The mass display, shown on gondolas or aisle-end displays, gives the customer the idea that many people are buying and using these products. Psychologically, this "peer pressure" to conform plays a vital role in influencing customer buying habits and motives.

Current high-fashion magazines should be kept available. These are filled with advertisements of better-known products in the fashion toiletry lines. Such advertising promotes acceptance and use. Customers must be assured that their buying decisions will benefit them.

Men's Toiletries Department

Since more men are buying their own grooming products and fragrances, a separate men's toiletries department is advised. It should not be tied to or located beside women's cosmetics merchandise if possible.

Figure 1. **Men's Toiletries**

As a separate department, men's toiletries has its own identity, if properly arranged and displayed. Departments should display products by their function. Deodorants, fragrances, shaving products, and hair products should be divided. This creates a more organized, attention-getting look. Featured items in point-of-purchase displays and well-stocked gondolas or counters, plus good lighting and location, will sell merchandise. If the men's toiletry department is properly planned, located, and staffed, it can create a new source of regular male customers. Good products and good selling will build up business and increase sales in all departments.

Learning the Merchandise

Skin Care Products

Men and women have similar skin problems. Therefore, a man's skin needs similar care. But the product must be sold more subtly. A man's skin can be excessively dry or oily. It can be rough, scaly, chapped, flaky, lined, puffy, and sagging. He may have blackheads, clogged pores, and facial blemishes. There are creams, lotions, glycerines, complexion soaps, and facial mask preparations that can help correct many of these skin conditions. Acne is especially troublesome to teenage boys. But many of the preparations are used by both sexes. And they are nationally advertised under a variety of trade names.

The chief differences between products for men and those for women are the fragrances and benefits. Men's products should have a light, masculine aroma. They should not be perfumed or heavily oiled. When selling to a man, remember that he does *not* want a lovelier, smoother, silkier skin. He wants skin with vitality, firmness, youthfulness, and rugged good looks. Every product benefit should be expressed in masculine terms.

Shaving and Grooming Products

Shave creams, soaps, and after-shave lotions are accepted men's products. They don't need to be soft-pedaled to the customer. The sale of a shaving product can easily lead into the sale of a skin care preparation. This happens often with customers who mention common problems such as razor burn, chapped skin, or facial blemishes. Shave products can be grouped into three areas. And each of these is a natural lead into the sale of a related skin care product. These are: (1) preshave conditioners; (2) shaving creams, soaps, powders, and razors and blades; and (3) after-shave preparations for both conditioning the skin and leaving a pleasing fragrance.

Some men have heavy, dark beards that begin to show two or three hours after the shave. These men need a good grade of talcum powder with a skin-tone tint to mask "five o'clock shadow." Men with sensitive skin that chaps easily or burns after close shaving need a moisturizing cream. Chapped lips require a special balm, usually in stick form. Blonds often have pale, sensitive skin that requires a deeper color for a healthy glow. And there are others who work indoors or live in geographic areas without much sunshine. Facial bronzers are compounded to blend with natural skin tones. But they give a deeper, ruddier hue that appears more masculine.

Along with skin preparations are men's hand and nail care products. The well-groomed man is very conscious of his hands. He is willing to buy any product that will help keep his hands and nails in good condition. These preparations may be mentioned at the same time that other skin care items are being sold.

Hair Care Products

Men's hair problems are similar to those of women. The new, fuller, more natural hairstyles for men present a need for hair grooming aids. And these are similar in purpose and content to women's. Men need shampoos that condition and control. Shorter hairstyles demand products that give control without heavy oils or grease. The "dry and natural" look calls for other ingredients. These should control and give body to hair without adding heavy oils or alcohol.

Modern men are more prone to use hair tints and dyes than ever before. In business circles, a man's youthful and vigorous appearance is strongly influenced by his hair color. Gray hair is usually accepted as a sign of old age. At least it shows that the man is past middle age. Most men do not favor dyeing their hair. But they may favor removing gray by gradual shading.

There are many products on the market today that allow the gray hair to return to its original color. The amount of tinting is controlled by the number of applications. The advantage is that, over time, a man can remove gray gradually by shading. Most of these products are packaged as hair creams or lotions. And they are used in the same manner as any other hair preparations. They do not have to be washed or shampooed in. And no special conditioners are needed before tinting or coloring.

Body Care Products

Deodorants and body powders account for the greatest sales volume. But suntan lotions and special soaps are also gaining popularity with men. Deodorants for after the bath have long been accepted as essential grooming items. But many men think of deodorant only as a means to reduce body odor. If the customer does not ask for an antiperspirant, the salesperson should remind him of the added benefits of its use.

Fragrances

Until recently, there were only a few fragrance products marketed for men. Almost all of these were after-shave lotions. Now the men's fragrance market is almost unlimited. It includes new lines of after-shave lotions, colognes, bath soaps, and balms. Scented body powders and matched kits include all personal grooming items. These are great gift ideas and traffic builders.

Most men have definite tastes in the fragrances they like. Most men don't want the heavier floral scents preferred by women. Men generally desire pleasant, clean, distinctive masculine aromas that add a personal touch to their grooming.

A well-stocked and merchandised men's toiletry bar can be an excellent traffic builder. It can also be a source of customer repeat sales and a profit maker for the business. Many men will more readily shop in a department they recognize as a man's department. The men's fashion toiletry department should be kept separate or near other typically male-oriented merchandise lines. This assures the chances for successful selling and merchandising.

Promotion Ideas

Good promotion is necessary for high-volume sales. Of course, the more familiar newspaper ads, handbills, and circulars are common to retail drugstore promotion. However, the men's toiletry department can use other promotional ideas:

1. Have window displays in which gift-giving occasions or seasons are stressed in the theme.
2. Set up point-of-purchase displays in the department, on the counters, and at the end of gondolas or aisles.
3. Compile a direct-mail list to prospective customers, to regular customers, or to potential prescription-service customers.
4. Use goodwill "promo" samples, available from suppliers, wholesalers, or manufacturers.
5. Send cards of congratulations to prospects. A local news item may reveal that a bank has announced that Ed Smith has been promoted to assistant vice-president. Dan Jones has won the local amateur golf match. And Joe Reyes has been given an award for outstanding service to a local civic club. Invite them to stop by for a free gift at the store. Then show your complete line.
6. Appeal to your customers to shop for their friends and relatives on every gift-giving occasion. Be prepared to make suggestions of exclusive items, kits, electric razors, and other appliances.
7. Promote a gift-of-the-month as a year-round gift idea. A modest sum can assure at least one surprise gift to a man or woman on a set day of each month. This is very good for anniversaries.
8. Promote one line or one brand of toiletries each week as a special in-store promotion. Call attention to new fragrances, new products, and other new items. And give free samples if available.
9. Offer gift-wrapping services, a personal telephone shopping service, and a reminder service for important dates.
10. Observe other promotional devices or aids being used by other retailers. Adapt any good idea to men's toiletry merchandising. Keep ideas fresh and current with today's trends.

Questions

1. Tell the difference between the terms *toiletries* and *cosmetics*.
2. Describe any three men's fashion toiletry products that are new to the market. State why these products have become acceptable to men.
3. Name four reasons why men's toiletries have increased in sales on a nationwide basis.
4. Identify the four main classifications of men's fashion toiletry products.
5. Discuss the necessity of demonstration in selling men's toiletries.
6. For what reasons should the men's toiletry department be separate and in the right location?

Projects

1. On the floor plan of your training station, locate the men's toiletry department and the approximate square feet of floor space it occupies. If the department is completely separate, indicate this on the floor plan.
2. Select one item carried in stock by your training station that would be classified as a (1) skin care

product, (2) shaving or grooming product, (3) hair care product, (4) body care product, and (5) fragrance product. Construct a feature-benefit analysis sheet on each of these five, and attach them to this assignment.

3. Describe two types of promotions that are being used or have been used in your training station for men's toiletry merchandise.
4. Role-play a selling situation in which you would sell an item identified in No. 2 above.

Extra Credit Project

Plan a men's toiletry bar for your training station. Show on a floor plan where it should be located. Sketch a layout showing counters, gondolas, and fixtures. Plan how the department should be merchandised. Also show approximately how many lines and how many different types of toiletry goods should be stocked for your training station's location and type of clientele.

9

Cosmetics: Skin Care Products

Objectives: After completing this assignment, you will be abie to—

1. describe the types of skin conditions common to a majority of cosmetics customers;
2. list and briefly describe the skin care products sold as cosmetics, stating how each benefits the skin or corrects a skin condition; and
3. show how a skin care product is used by selling it in a role-playing situation, or give its features and benefits.

Most cosmetic products are used to care for or to improve the skin's condition. Skin condition includes appearance, color, texture, and health. The average human body is covered with about 14 square feet of skin. The salesperson needs to have some basic knowledge about the physical makeup of human skin and its function. This information should cover the skin's three layers, and the blood vessels, ducts, glands, pores, and follicles. The salesperson will not be required to discuss all these details with the customer. However, this basic knowledge is vital to good selling. The customer needs to know why the product will benefit and improve skin condition and looks.

Skin Conditions

Nearly every person's skin type can be classified as normal, oily, dry, sensitive, or a combination of these.

Normal

Normal skin has the correct balance of oils and moisture, and a good texture. Skin conditions are controlled by the oil glands. Normal skin is only slightly oily. It does not appear shiny and is soft, smooth, and firm. It has a healthy glow or tone.

Normal skin is considered to be ideal. But on most persons, it appears only when the skin is in a transition period—moving toward a drier condition. Normal skin needs cleansers, astringents, daytime protection, and night moisturizing. These help maintain the soft, smooth, supple condition that is neither too dry nor too oily.

Oily

Oily skin is a condition affecting many people. It does not appear in any particular age group. This skin looks shiny and oily. It is most noticeable in the T-zone (across the forehead and downward across the nose to the chin). Some flakiness appears around the nostrils. But this is not like the flaking of dry skin. Oil flakes result from excess oil that is dried with exposure to air. Another characteristic of oily skin is enlarged pores, blackheads, pimples, and other blemishes.

Oily skin is caused by overactive oil glands. It presents problems in personal grooming. But it also tends to keep the skin soft and supple. Persons with this condition have trouble applying makeup and keeping it even and unstreaked.

Dry

Dry skin is a problem mainly for older people. But it can affect any age group. Dry skin is the opposite of oily skin. The oil glands do not create enough moisture to keep the surface skin soft. This results in a dry, flaky appearance. Other dry skin conditions are lines around eyes and mouth, bags under the eyes, an early tendency to show wrinkles, and an extreme paleness. Dry skin is unhealthy and does not have the desired firmness, suppleness, tone, and texture of normal skin. Dry skin needs moisturizers, fresheners, cleansers, and masks to help firm and improve skin color.

Sensitive

Only a few women have sensitive skin. It is characterized by high color, a tendency to become flushed, and an overall redness or ruddiness. The redness is caused by broken capillaries near the skin's outer surface. Chapping from exposure to wind, cold, and sun is common. Women with this condition

find it difficult to apply makeup since many products tend to further irritate the skin. Sensitive skin needs medication and many of the same care products as dry skin.

Many customers have a combination of skin conditions, including oily areas and dry areas. The skin may be changing from one condition to another. Or areas that were once normal may become sensitive. Salespersons should learn to recognize surface skin conditions. Then they should be able to suggest products that help to correct or ease these conditions. It is not necessary to remind the customer of the problem. The salesperson should simply begin by recommending a product. For example, "I would suggest this moisturizing cream for you. Use it at night to keep your skin soft and firm especially around the eyes and across the forehead. I think you will find it to be very good for your skin."

Skin Care

The salesperson aids the customer by suggesting skin care. Most toiletry products are made for skin care and conditioning. Each has a specific purpose in a skin care program. As a sales counselor, you should produce your own program. It should be based on five steps: *cleansing, freshening, moisturizing, lubricating*, and *stimulating*.

Cleansers

The first and most important step in skin care is *cleansing*. The choice of cleansers depends to a certain extent on the customer's skin type. Cleansers may be classed as soap, liquid, liquid cream, and granular. Some cleansers are water-soluble. This means they will rinse off with water. Some, however, require a skin freshener to complete the job.

Soap. Soap and water is not the most effective cleansing method. But many people with oily skin like soap and water cleansing. If the oily skin tends to blemish, the salesperson should suggest a medicated soap to the customer.

Liquid. Liquid cleansers (clear liquid, not cream) usually have an effective, deep-cleansing action. They are applied with a cotton pad. The face is scrubbed until it is clean. Liquid cleansers have a one-step process. They do not require any other product to complete the cleansing job. Busy women like liquid cleansers because they are quick and easy to use. Liquid cleansers are most effective for oily skin.

Liquid Cream. The liquid cream cleansers are usually preferred by persons with normal to slightly dry skin.

Cream Cleansers. The cold cream cleanser is generally preferred by the woman with dry skin. She may prefer the feel of the cream, and her skin will be softer. The woman with sensitive skin will like the gentlest cream that requires no rubbing.

Granular Cleansers. Cleansing grains are mixed with a small amount of water. They are smoothed gently on the skin to remove the dead skin layer. This makes the skin look fresher and brighter. When used moderately, this cleanser is very good for oily skin.

The customer is usually the salesperson's best guide in selecting the proper cleanser. The customer may say that she does not like a sticky cream. Or she may love the feel of a rich cream. When you become familiar with skin types, you may suggest which cleanser will be most effective. But the customer should always be the guide.

Fresheners

Any cleanser which is not water-soluble needs a skin freshener to complete the cleansing job. The salesperson must tell the customer when a skin freshener is required with a cleanser and most cleansing creams do require one. Fresheners can be used with all types of cleansers because they remove the last traces of dirt.

Usually, a freshener comes with a cream. It is best to sell them together, because they are formulated as such. If there is not a companion freshener, a mild freshener should be sold to the customer with dry skin. An astringent type should be sold to the customer with oily skin. An *astringent* is a product designed to tighten pores and to firm the face. The woman with dry skin does not need an astringent freshener. Oily areas do need astringent action.

Moisturizers

In the past few years, there has been a greater awareness that moisture is just as important as oil in skin care and in keeping the skin youthful. All skin needs moisture. Even young skin and normal skin need moisture to keep them that way. Dry skin needs to replace the moisture it has lost. This also prevents further loss of moisture.

Moisture products come in lotions, creams, and gels. Lotions are generally used during the day under makeup. Creams and gels are used at night. Every person who is exposed to the elements is a potential customer for moisture products. It is the salesperson's responsibility to remind customers about moisturizers.

Lubrication Products

Lubrication is a step that involves softening, smoothing, and restoring the oils to a skin that has lost its natural lubrication. Lubricating creams are those often referred to as "night creams." These usually contain *lanolin*, found in wool fat and closely akin to natural oils, and *allantoin*, which is designed to promote healing. The salesperson can tell the customer to regularly use a lubricating cream for a softer, smoother, and more youthful looking skin.

Stimulation Products

Stimulation products speed up sluggish circulation, wake up tired skin, firm sagging contours, and tone and refine skin texture. Many of the products designed to stimulate are mask-type products that help to remove surface dead skin. These products are left on the face for several minutes. They are effective in getting rid of whiteheads. They also help correct enlarged pores that are the result of poor circulation.

A cosmetics salesperson should suggest that the customer use a stimulating mask at least once a week. This will stir up the circulation of blood to the skin.

Additional Skin Care Products

The preceding section described the basic skin care products for the face. Many other products also may be referred to as skin care products. But they are not designed for facial use.

Deodorants

Deodorants are definitely a part of good grooming. There is really no one form of deodorant that is more effective than any other. However, many customers are convinced otherwise. There is a difference between a deodorant and an antiperspirant. A *deodorant* covers up or neutralizes odor. An *antiperspirant* actually stops perspiration by stopping the function of the sweat glands.

A customer should be reminded to follow the directions when using an antiperspirant. Of course, deodorants and antiperspirants should not be applied to skin that is cut or broken. Also it is possible for a person to become immune to a deodorant after long use. The salesperson might suggest that the customer temporarily switch to another brand.

Deodorants have uses other than in the underarm area. Deodorant powder can be sprinkled in shoes. And cream deodorant can be rubbed into perspiring feet.

Hand Lotions

Hand creams and lotions are among the items with the largest sales volume in the drugstore cosmetic department. This is because many women have hand care problems from using strong detergents. If the customer often has her hands in water, the salesperson should recommend one of the creams or lotions that contains *silicone*. Silicone products form a water-repellent coating to protect the hands. The salesperson could also suggest a water-soluble hand cream as a washing agent. Thus, the hands can be cleansed without the use of harsh soap.

Depilatories

Depilatories is from a Latin word meaning "to pull out the hair." A depilatory uses chemical action to soften and dissolve hair. The hair root is not destroyed. Depilatories are available in cream, lotion, and wax form and are safe when applied as directed. The salesperson should always suggest that the customer take a patch test before using it over a large area.

Depilatories are not recommended for the underarm area. It is best to continue shaving because the skin tissue is extra sensitive there. Also, the salesperson should make sure that the customer has selected a facial depilatory for use on the face. Depilatories have one major advantage. After regular use, the hair growing in will be softer than it is after shaving.

Bath Products

Bath oils function as lubricants. However, their fragrance function is also important. The bath itself is relaxing and therapeutic. It relieves sore, aching muscles. With the addition of a bath oil, the bath is more enjoyable.

Dusting powders or talcs are important because they help absorb moisture. And they add a pleasant fragrance. Bath powders are popular in the summer because they are cool and refreshing. For this reason, they can be suggested as gifts for hospital or other bedridden patients.

Sun Products

Sun products may be divided into five groups:

1. products that prevent tanning by shutting out the sun's rays completely;
2. products that prevent burning but promote tanning;
3. products that help retain a tan;
4. products that stop pain, soothe, and heal; and
5. products that give the appearance of a tan.

The first group contains products for people who are sun-sensitive and must not be exposed to the sun. The second group has products that promote tanning and prevent burning. This group is probably the most popular. Most of these products contain moisturizers to keep the skin from drying out. Others contain silicones to help repel water and make them last longer. There are few products designed to help retain a tan. But they are effective and also contain moisturizers. Most products designed to relieve the pain of sunburn contain *benzocaine* to stop the pain, and *tannic acid*, a burn treatment. Moisture products are also needed because the skin has completely dehydrated when it is burned.

Those products designed to give the appearance of a tan should be kept separate from the tanning products. This way, the customer will not be confused. Some of these products are not sunscreens. A sunscreen may have been added. But this is not always true. These products should not be applied to broken skin.

Sunbathing customers will need other products in the cosmetic department. They may need to change their makeup colors as their tans deepen. They may also need hair-conditioning products.

Hypoallergenic Cosmetics

The problem of allergic reactions to cosmetics and makeup is hard to avoid. Government regulations prohibit the use of the term *nonallergic*. This is because no substance is recognized by science as 100 percent nonallergic. The term *hypoallergenic* is used to describe products that are expected to produce fewer allergic reactions than other products.

The largest volume of hypoallergenic cosmetics is sold in drugstores. Many well-known cosmetic companies produce hypoallergenic cosmetics. They make every effort to leave out ingredients that are known to cause trouble. Many hypoallergenic cosmetic products are available. A drugstore with a large variety of these products enhances its professional image in the community.

Questions

1. List the four basic skin types, and give a brief description of each.
2. What is the first and most important step in skin care?
3. What is a *water-soluble* cleanser?
4. Explain the difference between a *freshener* and an *astringent*.
5. What two ingredients are found in most lubricating creams? What are their functions?
6. Explain the difference between a *deodorant* and an *antiperspirant*.
7. What is a *depilatory*, and what is its main advantage?
8. What are *hypoallergenic* products?

Projects

1. Select two skin care products sold by your training station. Construct a feature-benefit analysis sheet on each product, using the following form as a guide.

PRODUCT (OR SERVICE) FEATURE-BENEFIT ANALYSIS

Item: Monclova Cleansing Cream

FEATURES What the product (or service) *is*, *has*, or *does* (Features belonging to the item itself)	BENEFITS What the product (or service) *gives to* or *does for* the customer
Foam, whipped cleaning jelly	Light, easy application; soaks into pores for deep cleansing action.

2. With the aid of the training sponsor, find the three best-selling products in the categories of (1) cleansers, (2) fresheners, (3) moisturizers, (4) lubricants, and (5) stimulants. Under each category, list the products by brand name and retail price. Rank these products in sales-volume order.
3. Using the categories of (1) normal skin, (2) dry skin, (3) oily skin, and (4) sensitive skin, recommend a skin care program. Pick products in your training station and name them by brand, product, and product form, such as aerosol, cake, liquid, paste, cream, or jelly.
4. Role-play a selling situation in which you sell a skin care product to a member of your classroom.

10

Cosmetics: Facial Preparations

Objectives: After completing this assignment, you will be able to—

1. explain the purposes and uses of facial makeup and
2. describe how to apply makeup products.

The term *cosmetics* suggests facial makeup products. The products in this group are designed by the cosmetics business to enhance a woman's appearance and help her look glamorous. Facial makeup is not only an accent for beauty. It also may be used to correct minor blemishes and facial flaws. Color, textures, and fragrances should be demonstrated as a natural part of a woman's wardrobe.

Most customers need and desire the guidance and counsel of a knowledgeable salesperson. Otherwise, they may feel uncertain about makeup purchases. The skillful salesperson should assume that the customer wants to buy the right product for her own personal enhancement, beauty, allure, and glamour. The salesperson can help the customer decide on a makeup wardrobe (complete beauty kit) for every occasion.

Factors in Selling Makeup

Several factors help the salesperson decide which products to recommend for each customer. The customer's age, dress, hair, skin color, and makeup she is wearing are obvious at first glance. As a salesperson, you should consider yourself to be a makeup *counselor*, rather than a *seller* of cosmetics.

Skin type is a basic factor to consider. Is a customer's skin normal, dry, or oily? An oily skin needs a different type of makeup than a dry skin. Also, the skin's natural color and texture is of major importance. Another factor to consider is the number of blemishes or facial flaws that may need masking or hiding. If there are many blemishes, a heavier application is needed.

The most convenient makeup application must also be determined. There are all-in-ones, separate foundations, and separate powders. The all-in-one type is easiest and simplest to apply. But it is not as complete or versatile as the separates. Another factor to consider is the occasion, or time of day, when the makeup will be worn. There are types for daytime work and evening dress, as well as other shades for more casual occasions.

Makeup fragrance is not so important since fragrances are sold as separate products. Heavily scented powders and creams may clash with fragrances. Most are very delicately scented to blend with most perfumes. Scents are only strong enough to take away the pure chemical or medicinal odor of the blended ingredients.

The customer may have strict ideas about foundation in a cake, cream, or liquid form. The customer may prefer one type over another, based on feel or texture.

Makeup Products

Foundations

The *compact* is a cake of pressed powder with a liquid foundation added. It is used to touch up previously applied makeup. The compact is a convenient package for most women to carry in a clutch, purse, or handbag. These foundations in packaged form may be bought in several different shades.

Cream makeup, or *creme makeup*, usually comes packaged in round, wafer-shaped containers. Its form, texture, and consistency make it excellent for dry skins that need a moisturizer.

Liquid makeup comes in a bottle or in a tube. It is applied either with the fingertips or with a makeup sponge. Liquid foundations are applied as a base. They are set with loose powder that is patted on over the foundation.

Matte finish foundation, with no gloss or shine, is a preblend of liquid and powder. Compact foundation is also a blend of liquid and powder. But matte finish is mostly liquid, while compact foundation is more powder than liquid. Matte finish foundations prevent shine and should be applied quickly. This is because they set very rapidly. These foundations

are good for normal or oily skin but should not be used for dry skin. There is no need to set this makeup with powder. The powder is already blended in.

Cake makeup is the heaviest type of foundation. It gives the most complete coverage. It is applied with a soft sponge and gives a matte finish. It needs no powder. Because of its heavy texture, cake makeup must be thoroughly removed. Otherwise, the pores will become clogged.

For makeup to last longer, the cosmetics salesperson should suggest the following. The customer can saturate a cotton square with cold water, press out all excess moisture, and press it over her makeup. This will set the makeup so that it lasts and looks much more natural.

Face Powders

The shading of powder is very important. Large, well-stocked cosmetic departments have special blending equipment. This makes it possible to produce the exact shade for the customer's individual preference and skin color. Better brands have more color, or *tint*, and selections than the less expensive brands. Loose powder may also be blended into heavy or light textures. Often, those who do not use a foundation prefer the heavier texture since it has greater hiding power. Lightweight textures are better to use with foundations.

Loose powders should be patted onto the face. They are used over a foundation with best results. They should be applied with a soft pad or sponge. And they should never be wiped, smeared, or dusted on with a powder puff. The proper way to apply powder is as important as finding and recommending the right blend and shading.

Powder may also be sold in compressed cakes or compacts. This form is intended for touch-ups. It is usually applied with a sponge or soft pad.

Rouge and Blushers

In the past, rouge became unpopular as a grooming agent because of its misuse. It was associated with women of low moral character. And it was considered too theatrical or fake. When artfully and skillfully used, rouge can do much to accent the eyes. Rouge should be placed high on the cheeks and blended up and out. It must be used sparingly to achieve the best overall effect. Rouge may be bought in compact cake form or in liquid or cream form. The latter two are as easy to blend as foundation.

Newer rouge forms are *face brighteners* and *blushers*. They appear more subtle and provide a healthy glow to the skin. They can highlight the cheeks and other facial areas. They are sold in both powder and liquid form.

Eye Makeup

The eyebrow pencil is used to color and shape the brow. Eyebrow pencils are available with thick or thin leads. As a general rule, eyebrows should match hair coloring. The customer with bleached hair should tone down the natural color of the eyebrows with either a light brown or gold eyebrow pencil.

Black eyebrow pencils should only be used by very young girls with black hair. The color black is very aging. The customer who thinks she wants black may be much happier with charcoal gray.

Eyeliners are available in pencil, liquid, cake, or cream forms. The pencil liner is the most difficult to use. Liquid eyeliner is used by dipping the brush into the bottle. Cream eyeliner is used by dipping a brush into a small amount that has been squeezed onto another surface. Cake eyeliner is used by stroking a moist brush across the cake.

Eyeliner is applied in a thin line as close to the eyelash as possible. It is usually used on only the upper part of the eye. It should be applied from the inner corner of the eye to the outer corner.

Eye shadow is available in cream, stick, and cake form. The cake is probably the easiest to apply for the person just beginning to use eye makeup. The cream and cake can double as eyeliners and eye shadows. In applying eye shadow, the greatest intensity of color should be close to the lashes. The color should be toned down as it moves toward the eyebrow.

Mascara comes in several forms. The most popular is the roll-on type using a wand or brush. Fillers and lengtheners are also quite popular. These extend the length and fill in the spaces between lashes to make them appear fuller. Mascara can be waterproof, but many brands are not.

Accessories

Many related items can be sold with eye makeup. The alert salesperson in the drugstore cosmetics department will have many chances to do suggestion selling. Some of the items that may be suggested are—

1. small, fine brushes for eyeliners and eyebrow brushes to fluff and train the brows;
2. tweezers, magnifying glasses or mirrors, and perhaps a plucking cream;
3. eyelashes curlers;
4. false eyelashes;

5. mascara remover;
6. eye cream; and
7. makeup travel bags.

Lipsticks

There are two main categories of lipsticks: indelible and nonindelible. Indelible lipsticks stay on very well but tend to dry the lips. Nonindelible lipsticks are much softer and creamier. They provide deeper color, but they do not stay on nearly as well.

The main problems women have with lipstick are getting the right color, caking, dry lips, and keeping the lipstick on. Caking is usually caused when the customer tries to make a light lipstick darker. This problem can be solved if the salesperson suggests that the customer switch to a darker shade. The dry lips problem can be solved if the customer uses a nonindelible lipstick.

The salesperson should suggest that the customer try various shades of lipstick to determine which is best for her. Most women can use several colors of lipstick—some for day, and others for nighttime.

Color and Shading in Makeup

Color names become almost meaningless. Each manufacturer has numerous color and shade names for each line. Also, manufacturers may change names with seasons and style periods. For example, "frost" could be any color from the palest hint of red or pink to an icy blue. With powders, foundations, and lipsticks, the customer should be advised to match or contrast product shades with skin tones.

Generally, powders and foundations are sold to match the customer's own skin color. If an exact match is not possible, the next darker shade should be recommended. A lighter shade tends to look theatrical or artificial. Skin tones may be grouped into several areas. This makes them easy to identify. These areas are pale or almost colorless, light, medium, dark, or very dark. Variations from sallow to redness occur in each of these shades.

Tones of facial makeup products vary from warm, rosy shades to cool, beige shades. The customer usually wants to offset redness by choosing cooler tones. Or she will want to offset the paleness of her skin by choosing warm, rosy tints. The time of year or the occasion also determines the correct shade of makeup. Generally, daytime or business demands slightly cooler colors. Also, warmer, summer climates bring out the natural rosy glow from sun exposure. Winter weather and evening wear demand the warmer tones to offset the lack of sun exposure and the color drain that results from artificial lighting.

Hair color also plays an important role in helping the customer decide which makeup shade she needs. In table 1, individuals are grouped into five classes by hair color. These may be used to match shades of makeup. Tones that should be avoided are shown. Within these limitations, however, the customer's own color preferences must also be considered.

For complete color coordination of makeup, use table 2 to help select lipsticks, nail polish, and eye makeup, based on costume.

Makeup as a Concealer and Highlighter

Makeup is cosmetic. Two of its basic functions are to conceal facial blemishes and to improve general appearance. The way that makeup is applied determines how much a facial feature or contour is improved and highlighted. Very few customers have the ideal or perfect face, and as few have the ideal or near normal skin. Most individuals have some facial features that are assets and some that detract from appearance. A receding chin, large eyes, a generous nose, and heavy eyebrows, for example, are not features that makeup can hide or cover over. The method used in applying makeup, however, can help draw attention away from poor features. It can also highlight good features such as the forehead, mouth, eyes, or profile.

Skin flaws, on the other hand, can be hidden or masked by proper makeup application. Some common flaws are scars, birthmarks, deep-set lines, crow's feet at the corners of the eyes, large moles, pocked skin or enlarged pores, and dark spots under the skin's surface. Good foundation products and other corrective makeup can mask most of these flaws if they are used properly and applied expertly.

The secret of applying cosmetics well is *contouring*. Generally, poor features are hidden by using the cooler, beige tones and darker shades. The study of color principles shows that cool, dark colors tend to recede or retreat. Thus, they have a power to detract. On the other hand, warmer, brighter colors advance and tend to attract. They should be used to highlight good features.

Figure 1 shows the six basic shapes of the face. It also shows how makeup should be applied to highlight the best features and mask the poorer ones.

Color Chart for Cosmetics Based on Hair Color

General Hair Color	Color Tones to Avoid
1. Red hair (Titian)	Yellow-reds, dark grayed reds, intense purple-reds
2. Light brown hair (including all blondes)	Grayed yellow-reds, intense yellow-reds, dark yellows, grayed yellow, very dark yellow-greens, intense yellow-greens, light blue-purples, intense blue-purples, intense purple and violet
3. Dark brunettes (dark brown to black)	Medium to intense yellow-reds, dark to grayed yellows, any shade of yellow-green, intense blue-green, intense blue-purple, intense purple or violet
4. White hair (including silver tones)	Intense reds, intense yellow-reds, any yellow except grayed yellow, intense greens and blue-greens, intense blues, purple, intense purple-reds
5. Gray hair (including the yellowed grays)	Intense reds, yellow-greens, yellow-reds, dark grayed greens, blue-green, intense blues, purple, dark graved purple-reds

Table 1

A Fashion Color-coordination Chart for Matching Cosmetic Colors to Costume

Costume Color	Lipstick and Nail Polish Color	Eye Makeup Colors		
		Blue or Gray Eyes	Green or Hazel Eyes	Brown Eyes
Black, white, gray beige, navy blue	Any shade	Blue-gray	Green-gray	Gray, blue-green turquoise
Pink, red orange	Any closely matching shade	Blue-gray turquoise	Blue-green, blue, turquoise	Turquoise, blue-gray
Blue, purple, rose lavender, maroon	Blue-reds and pinks	Blue, lavender, violet, gray	Blue, lavender, violet, gray	Blue, violet, lavender, gray
Green, emerald, olive, or forest	Yellow-reds and corals	Blue-green, green	Green, blue-green	Green
Yellow, tan, coral	Yellow-reds and corals	Turquoise, blue-green	Blue-green, turquoise	Blue-green, green
Blue-green, aqua, teal blue	Red-blues, blue-reds, yellow-reds (depending upon accessories)	Turquoise, blue-green	Blue-green, turquoise	Blue-green, turquoise
Brown, russet, copper	Yellow-reds, red-reds	Turquoise, blue-green	Green, blue-green, brown	Brown, blue-green

Table 2

How do you face up?

oval

Powder & foundation

Do:

1. Play up the natural contours of your face.

Don't:

1. Attempt to alter the shape of your face.

Hair styling

Do:

1. Frame your face with a soft hair style.
2. Try a center part to give your oval full display.

Don't:

1. Wear hair slicked back.
2. Over-tease, over-puff . . . you'll destroy that oval.

(egg-shaped)

round

(circle-shaped)

Powder & foundation

Do:

1. Turn the circle into an oval by applying darker-than-normal foundation and/or powder from temple to jaw line.

Don't:

1. Consider your make-up complete until you've carried your foundation and powder down to the collar line.

Hair styling

Do:

1. Concentrate on building height with a full back sweep or high wave.
2. Wear your hair with a side or slanted part.

Don't:

1. Wear straight-across bangs.
2. Wear a fussy hair style.

triangular

Powder & foundation

Do:

1. Diminish jaw line by applying darker-than-normal foundation and/or powder from earlobe to chin.

Don't:

1. Forget to blend foundations (and powders) until all line of demarcation disappear.

Hair styling

Do:

1. Style hair with top emphasis, high and wide, to balance chin.
2. Keep hair style soft, curved in toward the face at the jaw line.

Don't:

1. Wear hair flat at temples.
2. Create fluffiness below ears.

(forehead peaks, broad chin)

rectangular

(long face, forehead and jaw almost equal width)

Powder & foundation

Do:

1. Convert angles into curves by applying darker-than-normal foundation and/or powder to the jaw line.

Don't:

1. Highlight outsized features by using lighter-than-normal foundation and/or powder.

Hair styling

Do:

1. Select a softly waved hair style that curves around cheeks, rounds out angles.
2. Add height with high waves, roundness at top, fullness at sides.

Don't:

1. Slick hair back from temples.
2. Wear your hair wide below ears.

square

Powder & foundation

Do:

1. Round angles of cheeks and bones by applying darker-than-normal foundation and/or powder to them.

Don't:

1. Use powder and/or foundation with a heavy hand.

Hair styling

Do:

1. Style your hair with slanted half bangs.
2. Add roundness at the top with soft, high waves.

Don't:

1. Part your hair in the center.
2. Style hair too wide at lower sides.

(box-shaped, forehead almost as wide as chin)

heart-shaped

(broad temples, pointed chin)

Powder & foundation

Do:

1. Reduce forehead width by applying darker-than-normal foundation and/or powder from temple to ear top.

Don't:

1. Fail to match your basic foundation and/or powder to your skin tone.

Hair styling

Do:

1. Expose brow and widow's peak, if you have one.
2. Wear hair smooth on top, at temples, around cheeks.

Don't:

1. Wear a style that skims the hair back from the cheeks.
2. Part your hair in the middle, cut it too short.

Courtesy Kimberly-Clark Corporation, Neenah, Wis.

Figure 1

Questions

1. Explain the difference between *compact foundation* and *matte finish foundation*.
2. Which makeup foundation is the heaviest and gives the most complete coverage?
3. How may rouge focus attention on the eyes?
4. What are the two basic powder forms, and how should they be used?
5. Why should the salesperson discourage an older woman from using a black eyebrow pencil? What color should you suggest?
6. List four items that could be suggested with the sale of eye makeup.
7. What is the principal difference between *indelible* and *nonindelible* lipstick?
8. What causes lipstick to cake? What would you suggest to the customer who complains about this problem?
9. What are two basic functions of makeup?

Projects

1. Select one line of makeup (foundation, powder, etc.) carried by your training station. Construct a *color plan chart* similar to that used in table 2 that shows the color name, the tint or shade, the type of skin or coloring that could use that shade, and whether the shade is suitable for masking or highlighting facial features.
2. Trace the six basic face shapes shown in figure 1. Show by means of colored pencil how makeup should be applied to improve each facial shape or contour.
3. Role-play a selling situation in which you sell a facial preparation product carried by your training station.
4. Present a makeup demonstration using a fellow classmate as a model. Select products from your training station.

11

Cosmetics: Hair Products

Objectives: After completing this assignment, you will be able to—

1. describe the common hair care products, and state the purpose of each;
2. cite the major hair coloring problems, and give possible solutions by suggesting specific products recommended for each problem; and
3. design a sales promotion for hair care products using manufacturers and trade literature for ideas and examples.

Many merchandising experts agree that the hair coloring market has one of the largest potentials in the cosmetics field. Yet there is more dissatisfaction with these products than with any other line. The reason is that few salespeople take the time to study and learn the products, the customer's needs, and hair coloring problems. Since many hair coloring products are permanent in nature, they cannot be changed overnight, or removed and reapplied like other cosmetics or makeup. This results in frustration for the customers. They know they need help. But they don't know where to go to find the right product and the right color. Unless customers know exactly what hair coloring they want (and few do), self-service can hinder more than help.

Hair products are divided into two main groups—*hair care* and *hair coloring*. The first group includes the shampoos, conditioners, home permanents, sprays, and other agents used primarily for cleansing and grooming. The latter group is made up of the cosmetics designed to change or enhance hair color and appearance.

Hair Care Products

Shampoos are designed to get the hair and scalp clean. Like skin, hair may be oily, normal, or dry. In addition, it may be tinted or bleached. The customer with dry hair may prefer a rich lotion or cream shampoo. If the hair is oily, the customer will most likely buy a detergent type. If the hair is tinted or bleached, the customer should use a shampoo designed for that type of hair. A detergent shampoo should never be used on bleached hair because it will strip the color.

Cream rinses are often used after shampooing the hair. These rinses keep hair soft and easy to manage. They also add lustre to the hair. Some women find that cream rinses tend to make their hair too soft and unmanageable.

Damaged hair can be helped by a conditioning product. Hair that is constantly exposed to sun, air, and water becomes dry and brittle. It needs a conditioner. Tinted or bleached hair also needs a conditioner. Conditioners improve damaged hair, restore highlights, and help achieve greater hair manageability.

Home permanents today are excellent and simple to use. You can also recommend setting gels and lotions. The greatest problems result from oversaturating or making uneven applications of the solutions. This causes customer dissatisfaction with the product.

If the customer is unsure of which product to use, the salesperson should ask questions. You need to know what is wanted and whether there have been particular problems in the past. Suggest possible solutions, recommend a specific product, and inform the customer about its proper use. The salesperson should always guard against making guarantees on results. Also, don't make exaggerated claims. No product can be completely satisfactory for every individual.

Permanents and setting solutions come in several strengths. They are classed as "soft," "medium hold," or "extra strength" for different hair textures and degrees of oiliness. Some permanents may require preconditioning solutions. And some may be used with hair coloring. Other types may strip hair coloring, leaving a bleached or streaked look. The salesperson should read the instructions on the various packages or inserts. It's important to learn what usage the manufacturer recommends. In this way, the salesperson will be much better prepared to help the customer.

There are many varieties and brands of aerosol hair sprays marketed. They are generally divided into two types—*holding* and *styling*. After shampooing and conditioning, hair should be thoroughly dried, brushed, combed, and sprayed. If the spray is applied lightly and then brushed or combed, it can be styled or set by hand. A second light application should hold the hair in place all day. If the hair needs a touch-up during the day, a slightly damp comb will restore the spray's holding power.

Most customers make the mistake of applying spray too heavily and too often. The spray can should be held at least 10 to 12 inches away from the hair. Spraying should be done lightly with a quick, allover motion. The hair should not be sprayed again during the day. Thus the buildup that causes flaking, itching, and dulled hair is avoided.

Hair Coloring Products

Expert advice on hair coloring products can come only by studying and observing your customers. However, as the salesperson, you should know hair coloring, what colors can result from tinting natural hair, and what prelighteners and lighteners will do. You should also know what colors can be expected from bleaching or lightening the hair, and what shades you can safely suggest for each individual's natural hair color. Also, you must know how gray hair can be highlighted, improved, or changed completely to another color. Following are some basic points the salesperson can remember while making suggestions to customers:

1. Almost all women have brown hair—either brownette or brunette.
2. Many fewer people have truly blond, red, or black hair.
3. Persons with gray hair may want a tint to improve the color quality. Or they may wish to hide the gray altogether with a near-permanent hair color.
4. Nearly all gray hair has some natural color hair also. This can create a dull, lifeless, or prematurely aged appearance.

A complete change of hair color is generally discouraged for most people. Therefore, nearly all hair colors and preparations are in the brown tones. This simplifies making recommendations for the greatest majority of customers.

By and large, manufacturers no longer market hair dyes or bleaches. These are terms used for fabrics and laundry, not hair. Naturally, the salesperson should never use these terms in selling hair coloring products. As a result, much confusion arises over terminology. This is because each brand uses similar terms differently. To simplify, it may be best to group products by uses rather than by names.

Two types of rinses are produced—temporary and semipermanent. Temporary rinses are designed only to highlight the hair between shampoos. They are also referred to as *refresheners* or *brighteners*. Semipermanent rinses are somewhat stronger. They penetrate the hair shaft slightly, and they will last through three to five shampoos, depending on the type used and the hair texture.

Permanent tints are not really permanent. They must be reapplied every four to six weeks. The tint is permanent on the hair shaft. But as the hair grows out, it must be retinted to avoid a streaked and faded appearance. These are strongest in color and can be used either to lighten several shades or to darken several shades. The greatest range of colors is in the brown tones. But some red, blonde, and black tints are also available. Permanent tints require a special mixture of hydrogen peroxide. This allows the hair shaft to absorb the tint so that it will not wash out with shampooing.

Ligheners and prelighteners are cosmetic terms for *bleach* and *strippers*. Their sole purpose is to make almost any shade of natural hair turn to blonde. Like permanent tints, lighteners are used with a special hydrogen peroxide formula to soak into the hair shaft. But they remove color rather than make it permanent. A *toner* is used only on lightened hair. It is used to achieve almost any desired blonde shade without streaking or color fade. Of all hair coloring products, this group produces the greatest amount of confusion.

Frosting is a term used to describe a blonde or grayish streak effect. Frosting is a fad that comes and goes in popularity. But generally, for the desired application, several strands are selected rather than the entire amount. Basically, the frosting product is the same as a prelightener.

Suggesting Colors to Customers

The most difficult part of helping customers with hair coloring products is suggesting the correct color. Some individuals have never attempted to color or tone their hair. Or they have tried one color and found it unsatisfactory. And the salesperson is expected to make the correct recommendation. The salesperson should know the following basic facts about hair coloring products.

1. Each brand has different names for its tints. To prevent confusion and help the customer, arrange tints by groups:

a. blondes—light, medium, dark;
b. browns—light, medium, dark;
c. auburns (reddish-browns)—light, medium, dark; and
d. black.

2. Group each tint according to warm or cool shades.
3. Learn the specific purposes of each type of coloring product. Recommend them only for those purposes. The customer can easily experiment with makeup colors and lipsticks because they can be removed. But most hair coloring products are to some degree permanent.
4. Recommend the rinses for improving gray hair or highlighting faded hair, or for enhancing the natural hair color shade. Rinses can also be used to put new sparkle and life into a permanent tint that is beginning to fade.
5. Recommend caution on permanent tints. Customers should be advised to read and follow the instructions carefully. They should also be told to use the recommended products necessary for prelightening and conditioning the hair. Taking shortcuts or experimenting to get a different effect usually produces unsatisfactory results.
6. To convert brown or black hair to blonde requires a two-step process. Both a prelightener and a toner are used to achieve the desired shade of blonde. Generally, the natural hair color determines the degree of lightness that can be attained. For example, if the natural hair color is dark brown, the final result will be a dark shade of blonde.
7. The toner that is selected must match the shade of the lightened hair. A toner cannot lighten the "bleached" color.
8. Most brown hair has a red tint. Therefore, when lightened, it will have a warm to reddish tint unless the prelightener takes it all the way to a brassy yellow.
9. If the individual wants to avoid warm or red tints, suggest the cooler "ash" tones.
10. Toners and lighteners only enhance the appearance of gray hair. To get rid of the gray hair completely, a permanent tint must be used.
11. It is easier to tint one or two shades darker than to go lighter. Lightening requires a two-step process.
12. As the woman matures, advancing to a darker shade usually adds more age. Darker shades provide more contrast which results in an older appearance.
13. Urge the customer to remove a small lock of hair and test it before deciding on a complete color change.
14. If an individual seems to have problem hair or wants professional results, recommend a professional hair colorist in a reputable beauty shop.

Even with all this advice, some individuals will still have a variety of problems in hair coloring. For this reason, the salesperson must study manufacturers' literature, trade journals, and beauty culture articles. This is the best way to learn all about the various aspects of hair coloring.

The salesperson must also be cautious about recommending, guaranteeing, and overselling. The customer must be made to realize that individual hair is varied. No single product can possibly satisfy every individual's needs.

The salesperson must use intelligence and make every effort to help the individual test and discover the right product. Then the salesperson can help build one of the most profitable clienteles in the retail drugstore.

Questions

1. Why is there more dissatisfaction with hair coloring products than with any other line?
2. Why is the study of each product extremely important in selling hair care products?
3. State the major uses of *shampoos*, *conditioners*, *permanents*, and *sprays*.
4. What precautions should be used when recommending home permanents?
5. Describe the proper application of hair sprays.
6. What types of general information should a salesperson learn about hair coloring products?
7. Briefly describe the uses and effects of *rinses*, *tints*, *lighteners*, and *frostings*.

Projects

1. Construct a color chart for hair coloring products carried in stock by your training station. The chart should group colors by blondes, browns, auburns, and black—from warm tones to cool tones. List the brand name of the color product, the shade or tint name, and the color results that can be expected in reference to light, dark, or medium shades and warm or cool tones. If possible, show the actual color that may be expected. (This may be taken from manufacturers' samples or charts.)
2. From your training sponsor secure figures that

show the leading hair color products, leading hair care products, and largest profit makers. Arrange these in order according to sales volume.

3. Design a sales promotion for hair color and hair care products sold by your training station. This could include a newspaper advertising campaign, a point-of-purchase display, a window display, or all three. Put as much detail into the plan as you desire. Use manufacturers' sales literature, catalogs, merchandising aids, or trade magazines for ideas or actual examples if desired. Use your imagination and creativity.

12

Cosmetics: Fragrance Products

Objectives: After completing this assignment, you will be able to—

1. describe the ingredients and processes used in making perfumes and colognes;
2. tell why a knowledge of these would be helpful in a sales presentation; and
3. state the correct methods for selling fragrance products.

Most customers who shop for perfumes and colognes want a distinct fragrance and a touch of personal luxury. As a beginning salesperson, you can use a great deal of individuality and creativity in selling perfume.

Origin of Perfume

The word *perfume* is a combination of two Latin words—*per* and *fumo*, meaning "through smoke." The word probably came about because earliest fragrances were in the form of incense. The incense was burned to produce a pleasant scent within a room or building. The art of perfume making is ancient. It dates back to some of the earliest civilizations. The Egyptians used perfumed ointments in tombs and other fragrances in their religious ceremonies. They often inscribed their perfume formulas in hieroglyphics on the walls of tombs and public buildings. Egyptian royalty perfected individual fragrances as a mark of distinction. They were quite advanced in the art of preparing all types of cosmetics.

Perfume, as we know it today, is a mixture of essences from various vegetable and animal sources. This mixture is combined with fixatives and stabilizers to retain the original fragrance. It is then placed in an alcohol base to simplify its use and application. An *essence* is an oil extracted from animal or vegetable matter by steam distillation.

A *fixative* must be added to perfume to prevent the rapid evaporation of the fragrances. Since each ingredient in a compound of essential oils and extracts evaporates at a different rate, a fixative must be added. Otherwise the entire character of the perfume would change, and no fragrance could be stabilized. Fixatives are obtained from the musk of certain animals. They also are made from the secretions, called *ambergris* (ăm′bĕr·grēs′), of the sperm whale.

Perfume Ingredients

Essential oils are obtained from all over the world, even the oceans. They come from flowers, grasses, spices, herbs, citrus fruit, wood, leaves, roots, gums, balsams, mosses, and certain animals. From flowers the perfumer gets *attar*, a Persian word meaning "to smell sweet." Attar is really the essence of rose oil. It is the fragrance that makes roses smell like roses. All flowers have a distinguishing scent or aroma. Some are very, very faint. Others, like the gardenia, have a strong, heavy fragrance.

The rose is one of the leading floral producers of perfume. Ask yourself, what does a rose smell like? The odor cannot be defined in words but can only be remembered. Actually, each variety of rose produces a completely different aroma. Some smell very sweet in the rose garden. But their essential oils do not always make a satisfactory aroma in a perfume mixture.

Perfume makers favor those roses from the gardens of Bulgaria and southern France. The soils and the atmospheric conditions of these two countries produce a special rose variety. It has a full-bodied bouquet that makes an ideal perfume ingredient. Great care goes into the growing of these roses. Additional care must be used to harvest and process the rose petals to obtain the essential oil or essence. From about 250 pounds of rose petals a single ounce of essence is extracted.

Orange blossoms have a very delicate aroma. This makes the flower one of the most pleasing bouquets among flowers. It, too, combines well in perfume bases. Other flowers used in perfumes are jasmine, ylang-ylang (from the Philippines and Madagascar), violet, tuberose, narcissus, jonquil, hyacinth, acacia, cassia, mimosa, gardenia, carnation,

and lilac. Also the frangipani is a flowering tree that grows in parts of South America. Its flower was discovered by the early explorers of the continent. Its fragrance was so delightful that royalty used it to perfume their gloves.

Flowers are usually thought of as the source of perfumes. But other plants also have a distinguishing bouquet. Lemongrass, citronella (used in anti-insect candles), gingergrass, and palmarosa are examples of little-known perfume mixtures. Most of these are grown in the East Indies. From spices and herbs, perfumers take essential oils of vanilla, sage, lavender, rosemary, and other lesser-known varieties. From trees come the oils of sandalwood, cedar, and rosewood. Also, certain leaves and roots produce essential ingredients. One is the geranium. It has an unpleasant aroma in flower form, but it has great value in a compound.

Myrrh is a bitter but highly aromatic gum resin. It comes from a tree in Arabia and Abyssinia. According to some authorities, myrrh is perhaps the oldest-known fragrance source. It is mentioned in an Egyptian reference known to be at least as old as 2000 B.C. Myrrh is only one of several gum resins and balsams used in perfumery.

A *gum* is a soft resin secretion that becomes brittle when dried. In making perfume, the dried resinous material is made soluble in water. Then, it is evaporated. The remaining material is then mixed with other compounds and ingredients to form a perfume base. *Balsam* is not as hard and brittle as dried gum. But, essentially, it is the same type of material. It is used in the same manner in a perfume compound.

The natural odor of a fixative is almost unbearable to humans. In a compound, the odors blend and add character and permanency to the essential oils making up the perfume base. Castoreum, the beaver's secretion, would be costly. But the demand for beaver pelts offsets its rarity. Ethiopia and parts of Africa are the home of the civet cat. The animal produces a thick liquid in a pouch under its tail. It is a defensive weapon of the animal much like the musk of a skunk. Powerful and offensive as it is, the civet's secretion makes an excellent fixative compound.

Of all the animal secretions, musk is the strongest. It has an extremely penetrating smell. It also lingers for unusually long periods of time. Most animal musks are too strong and lasting to use in perfume. In Tibet, there is a small water deer that secretes a musk of great value to the perfume industry. The musk is stored in small grains or pods under the skin. These are removed and dried. When rubbed between the thumb and forefinger, the grains form a pungent, pastelike substance. Next to ambergris, musk is the most favored fixative compound.

The secretion of the sperm whale, *ambergris* (ăm'bĕr·grēs'), is the ocean's contribution to the art of perfume making. All other animal secretions may be produced synthetically. But no chemical compound has yet been produced that will duplicate ambergris as a perfume fixative. *Labdanum* is a substance that resembles ambergris. It is used in making cheaper perfumes and soaps. Pure ambergris is found mostly along seacoasts where it is washed ashore. It is so valuable to perfumery that it brings a high market price.

Compounding Fragrance Products

Many of the flowers and plants used for essences are grown on commercial plantations. They are planted, nurtured, harvested, and processed for essence oil extracts. Other commercial producers are the essence oil companies, located mostly in southern France. Many of these oil companies have chemical laboratories that produce synthetics as well as the natural oil compounds. Each company usually produces its own particular blend of essence oil to produce a distinctive fragrance. It then markets the compound to perfumers, soap companies, and cosmetic manufacturers.

Perfumers buy the essence oils and chemicals to blend their own particular fragrances. Or they buy the fragrance compound and add only fixatives and alcohol base. Most of the better perfumes are the result of a very complex blending of essence oils and synthetics, chemicals, and fixatives. Each maker has a special array of fragrances. And the formulas for them are jealously guarded trade secrets.

The art of perfume making comes from knowing which blends will appeal to women and how strong these blends should be. Perfume makers also study whether blends will last only for a season or become so popular that they are accepted as classics. Packaging and the image the perfume presents is important, but it is the *fragrance* of the perfume that sells the product.

The amount of alcohol determines whether the product is a perfume or a cologne. Colognes are exactly the same as perfumes, but they are diluted. Colognes are designed as refreshers—not as inexpensive substitutes for perfumes. Toilet water is a further dilution of cologne. More alcohol and less fragrance is used.

Fragrance products come in a wide variety of forms. In addition to the perfumes, colognes, and toilet water liquids, fragrances are also found in soaps, powders, creams, aerosol sprays, sachets, bath oils, and lotions. A *fragrance wardrobe* may consist of all these products in the same bouquet or aroma. In many perfume departments, these fragrance products are merchandised both individually and as groups.

Selling Perfumes

Selling fragrance products is different from selling most other types of merchandise. All appeal is directed toward one sense only. The customer is buying a great deal more than a grooming agent or a bottle of fragrance. The customer is seeking something that will add to her own personality and will mark her as different from others. In most cases, a woman wants a perfume that will become "her." It is her mark of distinction. She wants as much distinction in her fragrance as she does in her style of dress.

A customer can choose a fragrance successfully only by trying it on herself. The main reason for this is the factor of body chemistry. Each person secretes a unique combination of salts and moisture through the pores of the skin. A fragrance may be compatible with one person but have a different reaction on another person. Another reason is the matter of personal taste. Some women desire a heady, oriental perfume. Others may want a light, airy fragrance produced by chemical and synthetic compounds.

An excellent merchandise approach is to say, "This is our fragrance of the week—let me put a touch on your wrist." Most women are willing to try a new fragrance. When a small amount of perfume or cologne is put on the wrist, it usually does not conflict with the bouquet of her present product. Each time she brings her hand toward her face, she is reminded of the fragrance. And if she chooses, she can easily remove the scent from her wrist by washing with soap and water.

In selling fragrances, you must develop a good descriptive vocabulary. Such trite descriptions as "sweet," "nice," "divine," "heavenly," and similar terms detract from the product's appeal. Since most perfumes are designed to have a romantic appeal, they are better described as "exotic," "heady," "carefree," "tangy," "springy," "full-bodied," "balmy," "spicy," or "delicate."

If you sell perfumes and fragrances, you must know the product and the fragrances. It's a great mistake to recommend a fragrance as expensive, when the aroma tells the customer that it's a cheaper selection. Personal opinions and the salesperson's likes and dislikes are of no value to the customer. The customer also does not want to know that this fragrance is "our best seller." Fragrance products are sold on the basis of individual preferences.

Customers also select perfumes for gifts and for special occasions. If the product is to be a gift, the salesperson may ask questions about the person who will receive it. Approximate age, personal tastes, and other information about the individual's personality may be helpful in suggesting certain key fragrances.

The beginning salesperson should first survey carefully the entire stock of fragrance merchandise. You should become familiar with brand names, fragrance names, and the products. You should also note their various forms and applications. Study the products and learn the fragrances. Think of suggestions to make when the customer mentions special uses or occasions for perfumes. Study the sales literature and trade journals, and read advertising to learn key selling phrases and terms. Think of good descriptive phrases that can be used in selling. Plan merchandise approaches that get a sale off to a good start.

Questions

1. Which basic ingredients are mixed or compounded to make perfumes?
2. What is the difference between *cologne* and *perfume*?
3. Define *essence* and *fixative* as used in perfume.
4. Describe how *roses*, an essence source, are used in perfumery.
5. Name other popular flowers that are used in perfumery.
6. How are *gums* and *balsams* used in perfumery?
7. How have animals contributed to the perfume industry?
8. What is *ambergris*?
9. Summarize in your words the basic rules for selling perfume to women.

Projects

1. Prepare two merchandise approaches that could be used when a customer is examining perfumes and other fragrance products.
2. Prepare a list of the manufacturers, trade names, products, and fragrance classifications for each group of products sold at your training station.

The fragrances may be classified as oriental, classic, light, tropical, citrus, etc. Use the following chart as a guide.

Manufacturer	Trade Name	Products	Fragrance Classification
House of Laverne	Heavenscent	1-oz flacon perfume; matching purse sprayer, ½-oz boudoir atomizer	classic

3. From magazines, newspapers, trade journals, sales literature, and other sources, clip advertisements of perfumes and fragrance products. Underline key words and sales sentences that can be useful in selling these products. Mount these on paper and attach them to this assignment.
4. Role-play a situation in which you sell perfume to a classmate.

Figure 1. **Selling Perfume**
Let the customer try on the fragrance. Suggest which perfumes are light, exotic, tangy, or full-bodied. Also suggest which perfumes would make appropriate gifts.

13

Home Health Care Products

Objectives: After completing this assignment, you will be able to—

1. describe the merchandise and the amount of promotion used in your training station's home health care department;
2. tell which factors influence the expansion of today's home health care market;
3. cite the main features and benefits of surgical dressings, adhesives, gauze products, surgical cotton, first-aid kits, and bandage products; and
4. suggest related drug items that might accompany the sale of each.

Costly medical services and products, chronic illnesses, the aging population, and the consumers' new awareness of health and body are some of the reasons why drugstores are assuming a greater role in the distribution of home health care products. Some drugstores are adding a complete home health care center. To meet the growing demand for such products, manufacturers are producing blood pressure monitoring kits (one of the most rapidly growing home health categories), diabetic diagnostic products, home pregnancy tests, portable whirlpool baths, electric massagers, battery-operated tooth polishers, home burn trauma kits, poison safeguard kits, highway accident and emergency kits and home wound care kits.

Retail sales of these products are expected to grow to several billions of dollars by the end of the decade or sooner. For example, four years ago, home blood pressure kits registered a record $10 million in sales. Today, the figure has more than tripled to over $30 million. And it is expected to grow even more, reports the May 1980 issue of *American Druggist*.

The rental of health care equipment is another form of merchandising. Many persons need only temporary or limited use of such items as crutches, canes, wheelchairs, hospital beds, and orthopedic appliances. In such cases, it's easier to rent rather than to purchase these items. When properly handled, the rental business can be profitable, as well as helpful in meeting community needs.

The home health care market is growing rapidly each year in this country. The major factors for this increase are larger numbers of persons entering the over-65 and retired age bracket each year, more money available for home health care, the advent of Medicare and Medicaid, as well as extended benefits of health insurance. Older persons particularly need temporary or permanent appliances and special equipment for outpatient care and home nursing. The market for home health care, however, is not limited to the elderly. Many persons in all age brackets need these products. When the need arises, most people instinctively think of the retail druggist as the source of supply.

The retail drugstore owner must know the needs of the market and the community before deciding the extent of merchandising needed for these products and equipment. Such items as walkers, chair commodes, wheelchairs, and oxygen units are expensive. And the turnover can be slow. Too much money tied up in an inventory of slow-moving merchandise can badly erode the overall profits for the entire store. Where such a market exists, the retail drugstore must promote it and keep an ample supply. This way, the drugstore becomes known in the community as the source for either purchase or rental.

Selling Home Health Care Products

When persons need home health products and equipment, they are usually not shopping for name brands. Price and convenience become the more important factors to consider. Persons who need the temporary use of a wheelchair are not as concerned with features and benefits as they would be with other merchandise. A low monthly rental fee is more attractive than a full purchase price of at least $200. The salesperson should attempt to help the customer make the wisest decision and should provide the type of equipment needed. A fully equipped home health care center should stock a wide variety of products in each category.

In those cases in which the patient's disability is of a more permanent nature, quality, features, and benefits become important considerations. For example, stainless steel utility items such as urinals, commodes, bedpans, and other hospital ware are easier to clean and sanitize than the less expensive enamel items. Enamelware is satisfactory for limited or temporary use. But it should not be recommended for extended use. Enamel on steel is brittle and will not sustain bumps, dents, or dropping on floors. When enamel begins to chip, the steel core is exposed. Once exposed, it begins to rust and soon leaks.

Aluminum and other lightweight metal alloys make excellent canes, crutches, and walkers. For extended use, these are preferred by a patient over the heavier but less expensive wooden models.

There are many types of personal equipment for persons confined to bed. The salesperson must learn these items by name and suggest them to the customer. Some common items are irrigators, sterilizing trays, instrument trays, catheters and catheter trays, urinals, bedpans, and graduated measuring utensils. A patient may have a temporary impairment, such as a colostomy. In this case a colostomy bag or similar instrument is needed for a short time. These items are not rented, even though the need is temporary. The quality of equipment needed depends on the projected length of use and the customer's ability to pay. In a full-line department, there are supplies and equipment for every situation.

Thermometers

Every household needs at least one fever thermometer, and more than one is preferable. There are three basic types of thermometers: *oral*, *rectal*, and *stubby* or *security bulb*. Each of these is made to different specifications. And each registers degrees of body temperature very accurately to within two-tenths of a degree, plus or minus. A thermometer that does not register correctly is of no use to the patient. (See Assignment 14 for information on the new electronic thermometer.)

The bulb or tip of the thermometer is the part that actually senses temperature. It measures temperature on the *glass-enclosed scale*.

A customer should be advised never to buy cheap thermometers. They are usually poorly constructed, have hard-to-read scales, and may be easily broken. The quality of glass used, the scale, clearness, size, length, and character of the reading lens are all factors that determine price.

When a customer purchases a thermometer, its care and storage should be emphasized. Cotton, alcohol, thermometer holders, and storage cases are suggestions that should be made with each thermometer purchase.

Surgical Dressings and First-Aid Supplies

Every household, automobile, boat, and recreation vehicle needs first-aid equipment and supplies. Many customers need first-aid and surgical dressing items. But they seldom think of them until an emergency arises. The alert salesperson has the privilege and duty to show and remind the customer of these products.

One authoritative source states that *at least 44 percent* of all prescriptions filled in a retail drugstore require the use of either one or more surgical dressings or some type of first-aid product. When a prescription is filled, the sales personnel should suggest these related products to the customer if the pharmacist does not.

In order to promote and sell merchandise in this department, you should suggest these items constantly. Accidents know no season. Any purchase made in the drugstore calls for suggestion selling of this kind of merchandise—even cosmetics. Cotton balls, gauze pads, and antiseptics are useful in the application of makeup. Purchases of antiseptics, lotions, ointments, baby products, home health care equipment, prescription or nonprescription drugs, or any drug-related merchandise are naturally related to dressings and first-aid supplies.

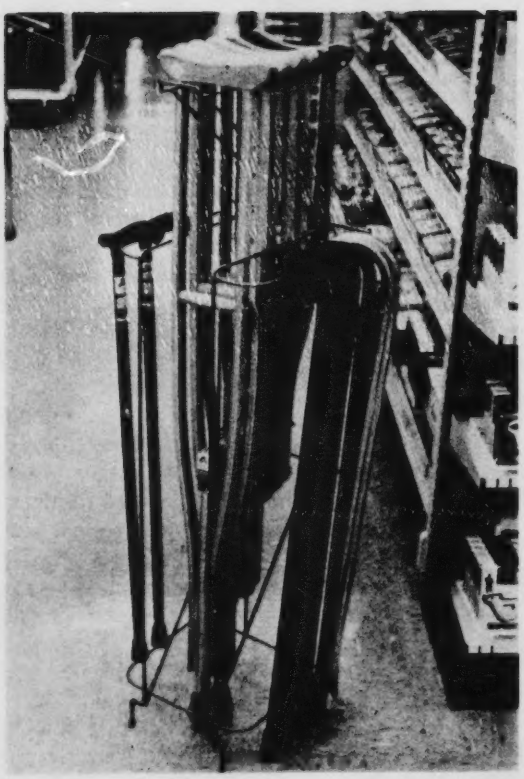
Selling Surgical Dressings

Adhesive Tapes

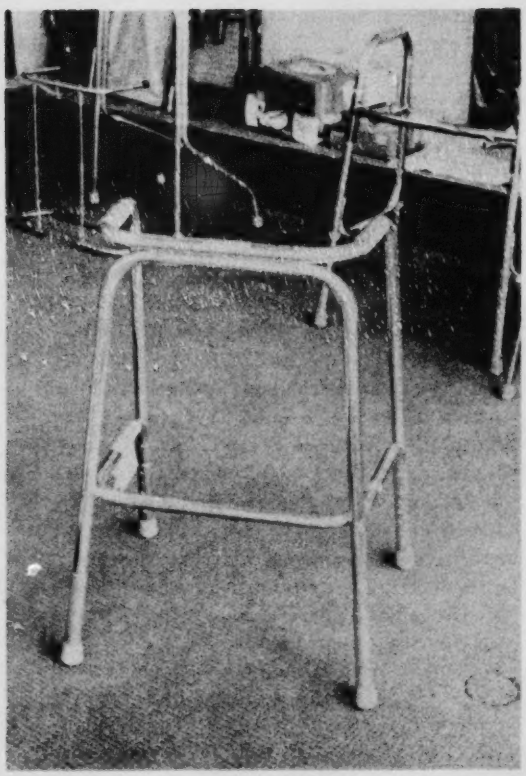
Adhesive tape was commercially produced in 1887 by R. W. Johnson. It has been constantly improved since that time. Since World War II, adhesive tapes have been greatly improved as products, in packaging and in application. Today's adhesive products are far more versatile, cleaner, easier to use, and less irritating than ever before.

The following *features* and *benefits* may be used in selling and recommending adhesive tape:

1. The finest materials are used in its manufacture. White waterproof cloth is welded under pressure to an adhesive compound to prevent separation.
2. Newer materials resist dirt stains and appear fresher longer.



Adjustable Forearm Crutch



Walker

Figure 1. **Home Health Care Aids**

3. The easy-cutting dispenser allows the right amount of tape to be removed and separated without the use of scissors or other cutting tools.
4. New, improved adhesive compounds have longer life, stick longer, resist separation from skin in the presence of moisture, and will not irritate the skin under normal use.
5. Some types may be purchased with air vents for cooling, comfort, and to promote rapid healing.
6. Adhesive tapes are useful in holding bandages and preparing dressings for wounds. They may be used to support weakened muscles and joints. They are also useful for preventing strains and sprains. They may be used to prevent surface irritation and to reduce friction. And in emergency, they may be used to seal, bind, mask, or hold inanimate objects.

Gauze

The quality of gauze must meet the standards set by the *United States Pharmacopoeia* (USP) in weight, thread count, length of fibers, and absence of *neps* and *motes*. These are specks and snarls caused by the presence of tiny bits of linters and other impurities. The characteristics of gauze are—

1. high degree of absorbency;
2. free of all impurities and sterilized prior to packaging;
3. bleached totally white for cleanliness; and
4. ravel-free edges to prevent sticking to wounds and skin irritations.

Gauze may be purchased in rolls, or as precut and prepared bandages. Packaged bandages may be purchased in a wide range of sizes. These are particularly useful for persons recovering from surgery where there is drainage from an incision. Some bandage material is self-adhering and can be used without adhesive tape. A sterile gauze pad is prefolded and may be opened out to about three times its normal size. This gives the pad greater flexibility in use. Some pads have a special Saran coating that prevents the pads from sticking to an open wound. Removal of these types of material is almost painless. These pads provide greater comfort and less irritation to sensitive skins.

Gauze pads may be used to apply oils and lotions in the nursery, to remove makeup, and to apply cosmetics. Also, they are useful any time a soft, absorbent pad is needed to remove and apply lotions, ointments, creams, or medications. Sterile gauze is also useful in the kitchen when a sanitary straining cloth is needed to prepare juices, jellies, jams, and other foods.

Surgical Cotton

Surgical cotton is specially processed, extra long cotton fiber. It is graded to meet rigid standards. The longer the fiber, the softer and more resilient the final product. Even with sampling and testing, about 40 percent of the samples are rejected. They do not meet the exacting standards required for processing highly absorbent surgical cotton.

The processing of cotton also requires the use of huge quantities of water. This water is chemically purified far beyond the standards set for drinking water. It requires about nine gallons of treated water for each pound of processed cotton to achieve the whiteness, resiliency, absorbency, and pliability required for surgical cotton. Even after careful processing, the cotton samples are subjected to 12 additional USP standards. This is to make certain that all packaged cottons are completely sterile, free of neps and motes, and have the required degree of softness and resiliency.

Surgical cotton is packaged either as bulk, sealed in paper; in continuous rolls, sealed in paper and applied as surgical pads; or in the newer form of cotton balls or puffs. In the latter form, the cotton is already separated into uniform, small puffs. These are excellent for applying cosmetics, creams, ointments, lotions, baby oils, and antiseptics to skin areas. Because of their supersoftness, cotton balls are good for cleansing babies. In the sickroom, cotton balls are used for applying alcohol or other antiseptic solutions to skin areas. This prepares the skin for hypodermic injections. They are also used for swabbing and cleaning hypodermic needles and syringes.

Adhesive Bandages

Since their introduction onto the market, adhesive bandages have enjoyed excellent sales and popularity. There are several reasons for their great acceptance. They combine both adhesive tape and bandage gauze into one neatly tailored, sterilized package. They are easily applied and are comfortable. They don't irritate or bind. Each bandage is sealed in its own sterile paper wrapper. Adhesive bandages may be purchased in a number of sizes and shapes. These range from small round spots to those of one inch or wider for larger cuts and abrasions.

Adhesive bandages may be purchased in white or flesh-colored strips, squares, and spots. These may be obtained in boxes or metal cans, all in one size or in an assortment. These packages are ideal for the home medicine cabinet or first-aid kit. These bandages have unlimited uses. Mothers have found

them ideal and convenient for children's minor cuts, scrapes, and similar skin wounds. Always suggest these items because every household needs them.

First-Aid Kits

Every household, vacation cottage, automobile, boat, house trailer, and recreational vehicle needs a well-stocked first-aid kit. A first-aid kit is conveniently packaged in a portable container. The kit is stocked with the essential items for treating most emergency accidents until proper medical attention can be given. First-aid kits can be bought in several different sizes and in a variety of containers. Also they may be assembled by the individual into any type of good container to suit individual needs. Watertight sealed plastic containers are ideal for boats or for humid places, such as coastal areas. Metal containers are convenient for carrying or mounting as a permanent first-aid station.

A well-stocked first-aid kit should contain the following items. This fulfills the minimum requirements for household or single-family use. (Offices and commercial firms would have expanded requirements.) There should be—

1. antiseptic first-aid cream (or ointment), antiseptic liquid, and a small tube of petroleum jelly;
2. an assortment of gauze bandages preferably in 1-inch, 2-inch, and 3-inch sizes;
3. a roll of sterile surgical cotton;
4. an assortment of gauze pads;
5. a roll of adhesive tape, preferably 1 inch wide;
6. an assortment of bandage adhesive strips;
7. several sterile eye pads;
8. a buckle-type tourniquet;
9. a container of ammonia spirits and ammonia inhalant;
10. a collapsible drinking cup;
11. small scissors;
12. tweezers;
13. two or more wooden splints; and
14. a first-aid instruction booklet.

The number of items may be reduced for a more compact kit. Or they can be expanded and individualized for other needs. Single items should be replaced as they are used. Spirits and inhalants will evaporate after a time once the seal is broken. They should be checked from time to time and replaced when needed. This is true of antiseptics such as hydrogen peroxide.

Elastic Bandages

Woven elastic bandages are made of heavy elasticized webbing. They are packaged as a continuous roll. They are designed to provide muscular support and to apply pressure for improvement of blood circulation. The elastic in this type of webbing permits stretching so that the exact degree of pressure needed can be applied.

Crepe bandage is elastic but has no rubber threads. The particular weave used in this type of material permits stretching to almost twice its nor

Figure 2

mal length even after repeated laundering. This type is ideal for varicose veins and sprains because it conforms to skin and joint surfaces. It lies flat and secure, allows for limited motion, and stretches with swelling so as not to impair circulation.

Elastic adhesive bandages are specially woven out of cotton. One surface has a special surgical adhesive compound. Like crepe bandages, this type can also stretch to about twice its normal length. This material combines two special benefits. It holds gauze or other bandage material in place over a wound while it supplies support and pressure to the surrounding muscle tissue for improved circulation and faster healing.

Regardless of type, elastic bandages roll evenly without reversing. They fit any part of the body, conform to contours, and allow for swelling. They permit ventilation when fully extended because of loose webbing weave. And they exert a firm, constant pressure that can be varied to any degree desired to suit the individual condition. One of the greatest advantages of elasticized bandages is the improvement of circulation by exertion of firm pressure.

Physicians and surgeons often prescribe these bandages for use after amputation or surgery. In these cases, loss of body fluid and protein prolongs shock and postsurgical pain. Elasticized bandages also permit faster healing, and create less skin irritation than ordinary bandaging materials. And they are usable over an extended period of time. The woven cotton material permits laundering for freshness and sanitation.

Suggestion Selling

A wide range of products is closely associated with the use of surgical dressings, bandaging materials, and first-aid supplies. Many prescriptions filled by the pharmacist suggest other related products. Liniments, antiseptics, sickroom supplies and equipment, hypodermic injection supplies, thermometers, baby products, outdoor and recreational equipment, cosmetics and makeup, suntan aids, and household medications are naturally related to first-aid and surgical-dressing items. The following are some of the more common purchases that call for suggestion selling:

1. Adhesive tapes suggest gauze, antiseptics, ointments, and lotions. Conversely, the purchase of any of these items suggest the others.
2. Thermometers or home health care equipment suggest any or all of the general surgical dressings and first-aid supplies.
3. Baby products suggest gauze pads, cotton swabs, petroleum jelly, cotton balls, tapes, oils, cleansing agents, antiseptics, and nursery equipment.
4. Insulin and hypodermic needles and syringes suggest cotton balls, cotton rolls, sterile gauze pads, antiseptics, and other sterilizing agents.
5. Preparations for athlete's foot suggest bandages, tapes, gauze pads, and antiseptics.
6. Cosmetic and makeup items suggest cotton swabs, cotton packages, cotton balls, and sterile gauze pads for applicators.
7. Picnic, outdoor, camping, and traveling purchases suggest all types of first-aid supplies, first-aid kits, antiseptics, suntan lotions, sunglasses, lotions, salves, ointments, creams, insect repellents, and related sundries.

Health and Fitness Products

There is a growing national interest in physical fitness. Large corporations are spending millions of dollars in equipment and facilities to help keep their employees physically fit. Jogging and bicycle riding have become popular American pastimes.

The retail drugstore has noticed this interest and is stocking items for exercise and physical therapy. Drugstores carry items such as exercise bikes and jump ropes. They also sell equipment designed to strengthen muscles and ligaments in arms, hands, neck, back, legs, stomach, and feet.

This area in the drugstore should be well stocked and properly displayed. The salesperson should be very knowledgeable about the equipment and its uses.

Questions

1. Why does the first-aid and surgical dressing department have a high potential for sales?
2. Name some of the improvements that have been made and are available in today's adhesive tapes.
3. Describe the quality standards for *gauze material.*
4. Name some of the more common uses for *sterile gauze pads.*
5. Describe the processes used in manufacturing surgical cotton.
6. Why are *first-aid kits* an excellent suggestion for every family?
7. Describe and give the uses of three main types of elastic bandages.
8. List the three types of thermometers.

Projects

1. Prepare a feature-benefit analysis sheet on any item of merchandise carried in the surgical dressing or first-aid department of your training station. List the item's main selling points and the corresponding aids that help the customer who uses the product. (Use the following sample format.)

PRODUCT (OR SERVICE) FEATURE BENEFIT ANALYSIS

Item: _____

FEATURES What the product (or service) *is, has,* or *does* (features belonging to the item itself)	**BENEFITS** What the product (or service) *gives to* or *does for* the customer.

2. Plan any merchandise promotional theme of your choice that could be used for the products stocked in the surgical dressing or first-aid department of your training station. If desired, sketch a point-of-purchase display unit that would be suitable for your promotional theme. Theme ideas may be National Safety Week, Fire Prevention Week, Vacation, Summer Fun, or others you may think would be appropriate for the kind of merchandise.
3. Plan a promotional event including a point-of-purchase display, a window display, or a newspaper ad centered around a well-stocked, well-planned first-aid kit and supplies.
4. Prepare a chart on your training station's home health care center department. List the major items carried in stock, a description of each, price if purchased, and rental rate if rented. Do not include fever thermometers in this list. Use the following chart as a guide.
5. Role-play a situation in which you sell physical fitness products in your training station to a classmate. Be sure to include features and benefits of the product as well as a demonstration of the product.

HOME HEALTH CARE MERCHANDISE

Item	Description	Selling Price	Rental Price
Walking Cane	Bent wood, curved handle, w/crutch tip	$ 10.50	$ 5.00/mo.
Walking Support Cane	Aluminum shaft, rubber grip, tripod foot, adjustable	$ 50.00	$10.00/mo.
Wheelchair	Folding, vinyl seat and back, 28" wheels, ball bearing, fold-up foot supports	$400.00	$25.00/mo.

14

Infant Care Products

Objectives: After completing this assignment, you will be able to to—

1. describe at least three methods that can be successfully used in promoting the baby department and its merchandise;
2. list at least 10 major selling items carried in the baby department and describe the benefits of each item; and
3. explain how to sell a selected item of merchandise from the baby department.

Every time a baby is born in the community, the retail drugstore gains a good potential "customer." Babies need diapers, formulas, bottles, toys, vaporizers, and medical and nonmedical supplies and equipment. Every baby has prescriptions, powders, lotions, ointments, special foods and formula materials, soaps, and an almost endless line of related products. As the baby grows and matures, different product needs develop.

Building the Baby Department

If possible, baby merchandise and products should be in a separate department. Since all these items are so closely related, it is more profitable to have all of them together on one counter or on groups of counters. Many customers buy baby products on impulse if they are properly displayed and merchandised.

The interesting fact about baby merchandise is that the buyers are not the users of the products. The motivation for buying these products is far different than that for most other merchandise. Parents buy out of a genuine love and concern for their newborn child. They want their child to have the very best care possible. And they assume the responsibility for providing it. They want to know that the products are of the best quality. They also want to feel that the salespeople in the retail drugstore have their child's personal interests in mind by providing the finest quality and suggesting the right product for a particular need.

An important factor to consider is the location of the department within the store. There are two main theories on location. One theory states that the baby department is best located near the front or at the front of the store. Then it will be visible from the outside. Such a theory is valid only if there are large display windows in front that open to reveal the entire store interior.

The other theory holds that the department is best located near the rear of the store. This helps to create in-store traffic and expose the shopper to other departments as well. The first trip for the parents of a newborn child into the store will most likely be to the prescription department. It is probably a valid idea to locate the baby department in this area. Still another good suggestion is to locate this department next to the greeting card and gift section. This would help to develop impulse buying.

The baby department is an excellent merchandising area for promotion. Many retail druggists recognize the need to develop new and potential customers. They find that baby products offer an excellent goodwill promotion.

Following are some suggestions for promotional ideas. These ideas capitalize on an event that takes place in the community:

1. After noting the announcements of new births in the newspaper, the retailer sends the parents a card of congratulations. A gift certificate, redeemable at the store for some item from the baby department, is also included. This serves several purposes. It brings the new parents into the store. It also introduces them to the full line of baby needs. And it helps establish a regular prescription customer. It is also an opportunity to add the whole family to your drugstore clientele.
2. A card of congratulations is sent to the new parents along with some helpful hints on the care of the new baby. A reminder of the full line of mer-

Figure 1. There are two main theories about the best place to locate the baby department. One is to place it near the front of the store where it is more visible from the outside. However, locating it at the rear creates in-store traffic and exposes shoppers to other departments.

chandise available to them from the store is included.

3. The parents are sent a baby book, a card of congratulations, and a checklist of needed baby merchandise.
4. A gift is presented to the first baby of the year born in the community or a year's free subscription to a baby magazine.
5. The parents are sent a free night-light. They also receive an introduction to the store's fully stocked baby department.
6. A card of congratulations offering free delivery services on any item listed on the back is sent, along with gold-plated diaper pins. The list includes all the needed baby items and prescriptions.
7. A free baby thermometer with directions for use, a reminder of the prescription department, and a list of merchandise carried in the baby department is sent to the family.
8. A silver baby spoon, engraved with baby's name, birthplace, and time of birth, is sent to parents. (Another idea is to send the parents a notice of this gift and invite them into the store to pick it up. When parents come in, the retailer has an opportunity to introduce them to the merchandise in the baby department and to the prescription service.)
9. A "new parent" package includes several needed items from the baby department. Disposable diapers, powder, lotion, cotton-tipped swabs, and cotton balls are offered to the new parents and delivered to them at the hospital. A handy checklist of other baby needs is included in the package. (This may also offer the parents a special price on bottle warmers, sterilizers, baby bottles, feeding accessories, or other promotional merchandise.)

All of these ideas can be used in many ways. The object is to offer some form of congratulations, a source of needed supplies, and a willingness to share in the nurture of the newborn infant.

Merchandise Information

There are over 100 different products that belong in the baby department. Table 1 illustrates many of these types of merchandise that are largely self-service in nature and require no selling. However, many items require the salesperson to give information to the customer. Then intelligent buying decisions can be made.

Parents are interested in timesaving and convenience items. They will appreciate any product that makes their job easier. It is very important for the salesperson to take a personal interest in the

baby's welfare and to convey this interest to the parents. This makes it much easier to sell certain products. For example, in recommending disposable diapers to the parents, the salesperson may say, "You will find that these diapers are very handy. Your baby needs the extra protection of superabsorbency and sterilization. This keeps down infection and the risk of colds. And you don't have to worry about washing and drying. You simply throw them away."

The baby's health and welfare is of utmost importance to the parents. They seek certain key benefits in baby products. The following terms and phrases express these key benefits: safety, cleanliness, lack of odor, comfort, health, protection, convenience, timesaving, medically tested, recommended by pediatricians, reduces infections, makes the baby happy.

Disposable Diapers

Disposable diapers have become the largest-selling item in the baby department. Their acceptance is mainly due to the timesaving, laborsaving convenience provided for the parents. These benefits, as well as the baby's health and comfort, should be stressed. Some of the more important selling points follow on p. 69.

American Druggist Checklist
Of 100 Items That Belong in a Baby Department

- ☐ Absorbent cotton
- ☐ Adhesive tape
- ☐ Analgesic liquid
- ☐ Applicator sticks
- ☐ Aspirin
- ☐ Baby bibs
- ☐ Baby oil
- ☐ Baby ointments
- ☐ Baby powder
- ☐ Baby soap
- ☐ Baby bandages
- ☐ Baby shampoo
- ☐ Bath thermometers
- ☐ Bicarbonate of soda
- ☐ Bottle brushes
- ☐ Bottle caps
- ☐ Bottle sterilizer
- ☐ Bottle warmer
- ☐ Breast pump
- ☐ Breast shields
- ☐ Carriage nets
- ☐ Combs
- ☐ Cotton balls
- ☐ Cotton squares
- ☐ Cotton-tipped swabs
- ☐ Cough syrup
- ☐ Covered jars
- ☐ Deodorant, room
- ☐ Deodorant, liquid
- ☐ Detergent
- ☐ Diapers
- ☐ Diaper pins
- ☐ Diaper rash ointment
- ☐ Diaper rash preventive
- ☐ Dish warmer
- ☐ Disinfectant, room
- ☐ Disposable diapers
- ☐ Electric bottle warmer
- ☐ Electric vaporizer
- ☐ Evaporated milk
- ☐ Facial tissues
- ☐ Feeding dish
- ☐ Fever thermometer
- ☐ Fine-tooth comb
- ☐ Formula
- ☐ Formula kit
- ☐ Formula supplements
- ☐ Funnels
- ☐ Gauze, sterilized
- ☐ Hairbrush, baby
- ☐ Hair treatments
- ☐ Hot-water bottle
- ☐ Lanolin
- ☐ Laxative
- ☐ Lime water
- ☐ Lotions
- ☐ Measuring cup
- ☐ Measuring spoons
- ☐ Medicine dropper
- ☐ Milk of magnesia
- ☐ Milk sugar
- ☐ Nipples
- ☐ Nipple brushes
- ☐ Nose drops
- ☐ Nursery masks
- ☐ Nursing bottles
- ☐ Nursing bottle caps
- ☐ Pacifiers
- ☐ Petroleum jelly
- ☐ Powder
- ☐ Powder puffs
- ☐ Rectal syringe
- ☐ Rectal thermometer
- ☐ Rubber pants
- ☐ Rubbing alcohol
- ☐ Safety pins
- ☐ Scales
- ☐ Scissors, regular
- ☐ Scissors, manicure
- ☐ Shoelaces
- ☐ Shoe polish
- ☐ Skin cleanser
- ☐ Soap, laundry
- ☐ Soap powder
- ☐ Sponges
- ☐ Strained foods
- ☐ Strainers
- ☐ Suppositories
- ☐ Teething lotions
- ☐ Teething ring
- ☐ Thumb guards
- ☐ Thumb-sucking deterrent
- ☐ Tongs
- ☐ Toys
- ☐ Tweezers
- ☐ Vaporizers
- ☐ Vaporizer inhalant
- ☐ Vitamins
- ☐ Washcloths
- ☐ Waterproof sheeting

1. A choice of sizes means better fit and more comfort.
2. There is a choice of daytime and nighttime absorbencies and thicknesses.
3. They are completely sterilized to reduce the chance of infection.
4. They are convenient and may be disposed of without washing or drying.
5. The diapers store in a compact box and are handy when traveling.
6. There is no need for messy, smelly diaper pails or containers.
7. Supersoft cellulose material is comfortable. It will not chafe and irritate the baby's skin.

Food Formula

Today, almost every pediatrician or physician prescribes a particular formula for infant feeding. This formula is part of the regular merchandise carried in the retail drugstore. It is usually stocked in the baby department. Generally, three types of infant formula are available.

1. Powders are the least expensive type that must be mixed. Usually, the ratio is two parts water to one part powder. Mixing must be thorough. The formula may be premixed and stored in the refrigerator until used.
2. Concentrate is a liquid form that is mixed with water. It is easier to mix and store than powders.
3. Prepared formula is the most expensive type. But it is the easiest to use—especially when traveling. This type requires no mixing. It is easily poured into regular feeding bottles or disposable bottles.

Many infant formulas require extra foods or preparations to be mixed in. These supplements add nutrients and make the feeding formula more palatable to the infant.

Oils, Powders, and Lotions

Oils, powders, and lotions are as important in the nursery as formulas and diapers. Baby oil is used for daily bathing of the baby's skin, for general cleansing where soaps are too irritating. It is used to prevent irritation and rashes on delicate skin areas—particularly during diaper changes. It has many benefits. Oil prevents rash and burn from urine. It contains pure ingredients that will not age or turn rancid. It has the extra soothing qualities of lanolin. And it cleans, protects, soothes, and prevents rash and scaling of the scalp.

Baby lotion has two distinct advantages over baby oil. First, it leaves an interrupted oil protective coating on the skin. Thus the skin can function normally. This reduces the incidence of heat rash. Second, lotion contains a mild antiseptic that prevents bacteria from growing and spreading on the skin. Baby lotion has the following benefits. It provides protection but allows the skin to breathe and function normally. It provides a waterproof protection on sensitive skin areas. And it prevents skin irritation, rash, and the spread of germs and infection.

Baby powder is a highly refined and processed pure talc. It has a formula that soothes and medicates against skin problems. It is a buffering agent that absorbs moisture to prevent rashes and prickly heat. These are two of a baby's most discomforting problems. Quality baby powders are nonirritating and are *hypoallergenic*. This means that they do not produce any known allergy problems. Powder is used after diaper changes, after bathing, and in warm temperatures to absorb excess moisture from the skin. Its fine, extra smooth texture soothes a baby's skin.

Shampoos and Soaps

Baby shampoo is a special formula shampoo. It is nonirritating to the eyes and sensitive skin areas. It is *nontoxic*, that is, it will not harm the baby if some of the lather gets into the mouth. It is also hypoallergenic. It does not produce scalp rashes or other allergy problems. Baby shampoo is designed to produce very soft, manageable hair with shine and highlights. Baby shampoo is often used by the whole family.

Baby soap is a specially formulated blend of mildest castile. It provides a rich lather and cleansing action. It is medicated to prevent minor skin rashes and irritations. *Hexachlorophene* is often added to baby soap as an extra mild deodorant. It also leaves a baby's skin clean and sweet smelling. A good baby soap must rinse away completely. A soap film on the skin will create skin irritation.

Creams and Jellies

Baby cream has a heavier base than lotions and oils. It is designed for sensitive, irritated, or chapped skin areas. It protects chapped cheeks, "crawler's knees," tender noses resulting from colds, rubbed elbows, or sore spots resulting from falls. The cream will not run, and it will not turn rancid from age.

While oils, lotions, and creams are popular on the market, many parents still rely heavily on petroleum jelly. They prefer it to other improved products. These jellies, made to suit a baby's needs, are specially refined, pure white, or translucent. They

have a mild fragrance, and will not stain diapers and clothing. Like baby cream, a jelly stays in place on sensitive skin areas. And it has a pleasant, soothing effect.

Special Medicated Products

Many medicated ointments, lotions, creams, and liquids are specially made for infant needs. Borax and zinc compounds in an ointment base are very useful for treating irritations caused by soiled diapers and urine scald. Most doctors recommend these products by brand name or by ingredient. They specify these on a prescription blank. The customer may ask for these specific products. But the salesperson should know them well enough to recommend them to the parent for specific problems and needs.

Feeding Accessories and Supplies

One of the largest stock of baby products are bottles, nipples, caps, cleaning accessories, bottle sterilizers, warmers, feeding trays, measuring equipment, strainers, and other related products.

Nursing bottles are glass, plastic, or the disposable types. Glass bottles are the least expensive. They are made of heatproof sanitary glass that can be easily sterilized. Many parents prefer plastic bottles. They are lighter in weight and do not break when dropped. High-grade plastics can be sterilized at high steam temperatures. The newest bottles are the disposable plastic bags. They fit in a hard plastic sleeve to which a nipple can be attached. They are sold in rolls, and each bottle is torn off as it is needed and filled with formula. There is no need to sterilize these disposable types. And the extra convenience of no bottle washing and sterilizing makes them popular with today's busy parents.

There are many different types and shapes of nipples. The newer types are designed to eliminate the swallowing of air, a major cause of colic. The newer designs for disposable bottles are the natural nipple type. This type closely resembles the mother's, and it is easier for the infant to use.

Sterilizers are usually electric. They provide a live steam bath to kill any bacterial growth in milk and formula foods. Most sterilizers have aluminum or stainless steel covers and sterilizing racks inside. Bottles, nipples, caps, and other items of feeding equipment are placed inside after a complete and thorough washing.

Special soaps and detergents are used in washing this equipment to help cleanse dried milk and formula foods from glass and plastic containers. Bottle brushes are especially useful in cleaning and washing.

Electric bottle warmers heat the bottle to a desired feeding temperature. Several styles and types are available. Warmers designed for travel can be plugged into an automobile cigarette lighter. There are also several types and designs of feeding trays that keep the foods at a desirable temperature.

Aspirin and Related Pain Relievers

Just as regular aspirin is designed to relieve minor aches and pains for adults, baby aspirin is designed for children. Infants need a special formula of aspirin with a much lower dosage. Baby aspirin is already formulated and measured to the desired strength. Flavoring added to the aspirin compound makes it more palatable.

There are also ointments and lotions to relieve teething pain. These are placed directly on the gums to soothe and relieve the discomfort of cutting teeth.

With the purchase of aspirin and teething lotions, the salesperson should suggest rectal baby thermometers. These are made especially for infants. Almost all colds, rashes, teething problems, congestion, and skin problems bring about minor infections and fever. Until recently, a rectal thermometer was the only safe and accurate method of taking the infant's temperature. However, a new electronic thermometer can read a temperature within 30 seconds. it has replaced the rectal thermometer in many hospitals and health settings.

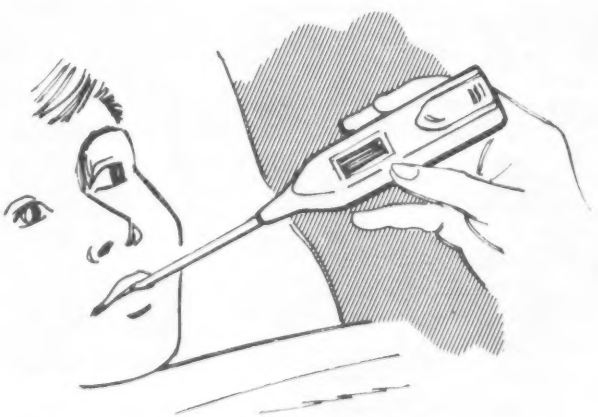


Figure 2. **Electronic Thermometer**
This fully automatic thermometer instantly takes the temperature and registers it on a digital dial.

Gift Suggestions

One of the more pleasant and rewarding jobs in the baby department is to suggest gift items for the infant. These items are usually well displayed for the customer's selection. There are several types and sizes of baby gift sets available. These include baby oil, powder, lotion, swabs, soap, and shampoo. A travel set makes a welcome gift for the new parents. It is ideal because of its compact size and kit form. Insulated diaper bags that hold bottles of formula and accessories also make useful gifts.

Many items in the baby department should be noted by the salesperson as specific gift suggestions. Electric appliances, travel items, toys, and nursery furniture are all good examples. Reserve this type of merchandise for friends or relatives of the new parents. They will want those items that will help the parents as well as the baby.

Sales of gift merchandise often depend upon gift-wrapping services. Gift wrapping may not be a regular promotional service of the drugstore. It is to your advantage to keep special gift wraps on hand as an extra service in the baby department. The salesperson would do well to offer gift-wrapping services free of charge. This can mean the difference between a large sale or no sale at all.

Questions

1. For what reasons is the baby department of importance to the retail drugstore?
2. Describe the two theories about the best location for the baby department in the retail drugstore.
3. Of what importance is merchandise knowledge to the salesperson in the baby department?
4. List the phrases and items that express the key benefits which appeal to baby merchandise customers.
5. What benefits of *disposable diapers* should be stressed?
6. What two special advantages does baby lotion have over baby oil?
7. Define the term *hypoallergenic.*
8. What is the main purpose of *baby powder?*
9. List three pain relievers found in the baby department.

Projects

1. After reviewing the 10 suggested promotional ideas for the baby department found in the text, ask your training sponsor what promotion plan is used. Write it as a report. Use any printed material, such as a card, gift coupon, etc., as an illustration. If your training sponsor does not have a promotional plan, suggest one. Use samples from the text as ideas.
2. Prepare a merchandise approach on each of five different baby products sold in your training station. These items should have some selling points and should require you to give some merchandise information about them. Role-play selling a baby product.
3. Select one rather expensive item of baby merchandise and prepare a feature-benefit analysis sheet.
4. Plan a promotional theme for the baby department in your training station. This may be an advertisement, window display, or point-of-purchase display. Design the theme, plan the promotional items, and illustrate the props or layout. You may desire to plan a direct-mail promotion. If so, state how and where you would obtain your mailing list. Ask your training sponsor for assistance if needed.

15

Nonprescription Drugs

Objectives: After completing this assignment, you will be able to—

1. identify the types and uses of nonprescription drugs and products stocked in the training station;
2. describe the special precaution salespersons need to observe when selling nonprescription drugs and products; and
3. state the importance of the nonprescription department to the retail drugstore.

For most of today's consumers, buying over-the-counter drugs is fast becoming a way to treat minor health problems. *Drug Topics* (April 11, 1980) reports that 7 out of 10 consumers often treat themselves medically. *Drug Topics* also reports that self-treatment is very high among young singles and couples (85 percent). It's also high among members of large households (76 percent) who may be more cost-conscious than the average consumer. The trend is for self-treatment to increase.

The nonprescription drug department consists of a large variety of products. These include all packaged medicines, medical preparations, and patented compounds. Their main purposes are to improve health, relieve discomforts, ease minor aches and pains, promote regularity, and treat the symptoms of many physical ailments. Nonprescription products may also be used to treat minor accidents and muscular conditions that do not require the attention of a physician. Nonprescription preparations may be advertised to the general public. However, prescription drugs cannot be promoted to the public. They must be dispensed only upon the active and written direction of a licensed physician.

Nonprescription drugs and preparations are traditional drugstore items. In the trade, they are also known as *proprietary drugs* or *over-the-counter drugs*. They are often abbreviated as OTC. When referring to drugs, the term *proprietary* is defined by *Webster's New Collegiate Dictionary* as "a drug that is protected by secrecy, patent, or copyright against free competition as to name, product, composition, or process of manufacture."

Nonprescription, or proprietary drugs, are divided into five main groups. These are (1) vitamins and mineral concentrates, (2) feminine hygiene products, (3) laxatives, (4) cough and cold remedies, and (5) headache remedies. The last three groups account for the largest volume of sales in the department. Until the common cold can be prevented or until medical science discovers a cure or method of control, cough and cold remedies will be the largest-selling products in the nonprescription line.

These products enjoy a large turnover and high sales volume. But there are some hazards in selling them. First, there are more kinds of drugs and brand names available than any one store could possibly stock. The buyer must decide what lines, how many brand names, and what range of sizes and prices to carry. Second, many new products are developed and marketed each year. Some of them enjoy a brief period of sales. Then the demand slacks off, and the item sits gathering dust. The drug industry must expect that some products will make it and some will be "losers."

Locating Merchandise Information

It's impossible to outline all the nonprescription drugs and preparations and to present the essential information about each. To make intelligent suggestions to customers, the salesperson must know the lines, sizes, price ranges, uses, and purposes of each product. Such information may be found on cartons, instructions inside the cartons, sales literature, catalogs, trade journals, and advertising.

One of the best sources of information for these types of products and preparations is the *Handbook of Nonprescription Drugs*. It is published by the American Pharmaceutical Association. Almost every druggist has a copy of it. It should be consulted for merchandise facts, uses, doses, applications, and similar helpful data.

In selling nonprescription drugs, the salesperson must observe one important rule. This will help to

avoid criticism and possible ethical violations of the druggist's trusted public role. Medical advice should be given only by a licensed medical practitioner. Information about specific drugs and medicines should be given only by a licensed pharmacist. The salesperson's role in selling these items is to tell what the product is, what it is intended for, and its applications. Specific products should never be recommended for specific ailments or symptoms. For example, a customer may state that dizziness, headaches, and nausea have been occurring. The only recommendation the salesperson should make is for the customer to see a physician.

A customer may complain of stomach cramps or pains in the abdomen. He or she may ask for a laxative recommendation. It would be wise to advise the customer not to take any laxative product before seeing a physician. However, selling a product to the customer does not in any way mean that the retail drugstore endorses the product. And this does not assure that it will alleviate or improve any condition, even though this may be specifically stated on the package or label. Responsibility to the consumer belongs to the product manufacturer—not to the retailer.

Nonprescription Drug Merchandise

As a beginning salesperson, it's important for you to better understand the products carried in the nonprescription drug department. A list and brief description of products commonly found in this department follows.

Antacids

Antacids are products designed to relieve stomach pains caused by excess acid in the stomach, heartburn, sour stomach, and acid indigestion. There are over 575 antacids: 300 mouth tablets, gums, lozenges, or wafers; 175 liquids; and 100 powders. And no single drugstore could afford to carry all of the various products. This is only one reason why a salesperson should not recommend a particular brand to the customer.

Cough and Cold Remedies

Antihistamines are not intended to treat the common cold or its symptoms. They are designed to relieve the symptoms of hay fever. When some people are exposed to particular allergens, a reaction results from the release of h[illegible]nine. The symptoms of hay fever are sneezir[illegible]vatering or itching eyes, and nasal discharge. Antihistamines help to relieve these symptoms.

Nasal decongestants can enable a person to breathe more freely. But they are not cures for colds. Their effect is only temporary. Basically there are two types of nasal decongestants. *Topical medications*, such as nose drops and inhalants, are designed for local application. *Oral medications*, such as tablets and capsules, are swallowed.

Cough decongestants can be valuable in giving temporary relief for coughs due to colds or minor throat irritations. Cough depressants are available in liquids, tablets, capsules, or lozenges. Nonprescription types are nonnarcotic.

External Preparations

External analgesics include a wide variety of products applied locally to prevent or relieve irritation and pain. Proprietary drugs used to relieve aching pains are available in the form of liniments, lotions, and ointments. Most of the OTC products are used to relieve deep-seated pain by local application. These contain irritants which relieve pain by counterirritation. Other products have an analgesic effect (reduced pain) through a soothing action on the irritation.

Burn and sunburn remedies are designed for the treatment of minor burns only. More serious burns require the services of a physician. Most pain relievers of this type are generally only local anesthetics. Burn solutions are available in creams, ointments, lotions, and aerosol sprays.

Athlete's foot is a fungal infection. It is treated almost entirely by local applications of antifungal ointments, powders, and sprays.

Other external preparations found in the nonprescription drug departments are rubbing alcohol, iodine, and medicated powders.

Feminine Hygiene Products

Medications for menstrual problems are designed to relieve the pain associated with the menstrual cycle. Most products contain ingredients to relieve tension, as well as to relieve pain. These products are available in tablet form.

Sanitary napkins and tampons are regularly sold in the drugstore and are available in various sizes. Belts and sanitary pants are also available. Other products in the feminine hygiene line are douche preparations and feminine deodorant sprays.

Headache Remedies

Aspirin continues to be the most popular form of headache remedy. Its established effectiveness and relatively low toxic level makes it the standard by

which other agents are compared. Aspirin can give relief for simple headaches, muscular aches, and other pains.

Effervescent remedies come in tablet form and are used with water. The solution is consumed after the tablet has been dissolved in the water. Effervescent remedies are often used to relieve stomach pain, as well as headache pain.

Laxatives

Laxatives are designed to relieve constipation. These compounds ease the passage and elimination of feces. They vary in strength and effectiveness and can become habit-forming. Laxatives are available in pills, syrups, liquids, powders, chewing gums, suppositories, and candy.

Oral Antiseptics and Mouthwashes

Products designed for topical application to the mouth include mouthwashes, throat sprays, gargles, and lozenges. For the most part, such preparations contain the so-called antibacterial agents as active ingredients. The public usually regards mouthwashes as medicated liquids that are designed for cleansing and deodorizing the mouth. Or they may be used to treat diseased conditions of the oral and throat mucous membrane.

The degree that such preparations are useful in relieving pain or other symptoms of oral disease should be determined by a dentist or physician. Throat lozenges can be useful in killing some types of bacteria. They also have a numbing effect on the throat. And this relieves some pain.

Vitamins

A vitamin is an organic chemical compound existing in plant and animal sources. It is necessary in the diet of higher forms of animal life in order to maintain normal growth, metabolism, and reproduction. The absence of vitamins in the diet can result in malnutrition and certain diseases. A well-balanced diet is the best source of necessary vitamins. Vitamins are often taken regularly by people who are already receiving their necessary requirements through an adequate diet.

The term *major vitamins* is applied to thiamine, riboflavin, niacin, ascorbic acid, vitamins A and D, and the B-complex vitamins. Most vitamins sold without prescriptions are multivitamin capsules or tablets. They contain a combination of the so-called necessary vitamins, as well as certain minerals. The salesperson should confer with the local registered pharmacist about the sale of vitamin products. As in most OTC product sales, the customer usually asks for a particular brand. If you don't carry this brand, refer the customer to the pharmacist.

The bulk of nonprescription drug sales come from the sale of all the above-mentioned products. Other nonprescription drugs are sold often, but not in as large a volume. Some of these products are sleep aids and sedatives with nonnarcotic ingredients, diarrhea remedies, diet remedies, eye products, rectal preparations, foot aids, cleansing preparations and disinfectants, and other home remedies. Pet products, dental hygiene products, and orthopedic appliances and supplies may be sold in this department also. This depends on how the store is divided into departments. Choices and selections of these preparations, like nonprescription drugs, should be made by the customer. The salesperson can explain the uses and applications of these items.

Stockkeeping

Stockkeeping is essential for selling nonprescription drugs. Counters and gondola shelves must be kept clean and well dusted. Product packages must always look fresh and clean. Damaged cartons, missing labels, or items that look aged should be removed from the shelves. Like products should be grouped together in most stores. Spaces should be left open where a product is sold out. This helps in reordering, and it reassures the customer that the product should be in shortly.

Prices should be clearly shown on all these products, especially in self-service departments. Point-of-purchase displays should be kept well stocked and fresh looking. And one display should never dominate the entire department. Only by stockkeeping, observing, reading, and seeking information will the beginning salesperson learn the merchandise.

Cough and Cold Remedies

Headache Remedies

Vitamin and Mineral Concentrates

Figure 1. **Types of Nonprescription Drugs**

Table 1
Vitamin Chart

Good Food Sources	What It Does
Vitamin A Milk, butter, fortified margarine, eggs, liver and kidney, green leafy and yellow vegetables, and some fruits	Essential for healthy skin, eyes and hair, and, in general, for the health of all the epithelial structures of the body, and adequate vision in dim light.
Vitamin B_1 (Thiamine) Enriched cereals, enriched bread, fish, lean meat, liver, pork, poultry, dried yeast, whole grain cereals, fruits, nuts	For the proper use of carbohydrates. Acts as a helper (coenzyme) in important energy-yielding reactions in the body.
Vitamin B_2 (Riboflavin) Eggs, enriched bread, enriched cereals, leafy green vegetables, lean meats, liver, dried yeast, milk	Necessary for healthy skin. Helps prevent sensitivity of the eyes to light. Essential for building and maintaining body tissues, and the use of oxygen by cells.
Vitamin B_6 (Pyridoxine) Wheat germ, vegetables, dried yeast, meat and whole grain cereals, blackstrap molasses	A coenzyme helping in the metabolism of amino acids (protein-building blocks) and fats. Permits normal red blood cell formation.
Vitamin B_{12} Liver, kidney, milk, saltwater fish, oysters, lean meat, foods of animal origin in general	A coenzyme in the synthesis of materials for the nucleus of all cells. Helps prevent certain forms of anemia. Contributes to health of nervous system, and normal red blood cell formation.
Folic Acid Leafy green vegetables, food yeast, meats	Aids in cell formation, especially red blood cells. Helps prevent certain forms of anemia.
Pantothenic Acid Eggs, nuts, broccoli, liver	Essential for metabolism of carbohydrates, fats, and other important substances.
Niacin Lean meats, liver, dried yeast, enriched bread, eggs	Necessary for converting food to energy, acting in many energy-yielding reactions. Aids normal nervous system functions.
Biotin Liver, kidney, eggs, and most fresh vegetables	A coenzyme in the formation of certain essential fatlike substances, and other reactions involving carbon dioxide.
Vitamin C Citrus fruits, berries, tomatoes, cabbage, cantaloupe, strawberries	Essential for normal teeth, bones, blood vessels, and other body functions.
Vitamin D Vitamin D fortified milk, cod liver oil, salmon, tuna	Necessary for teeth and bones. Prevents rickets. Helps normal utilization of calcium and phosphorus.
Vitamin E Vegetable oils, wheat germ, whole grain cereals, leafy vegetables, rice	For normal muscle, red cell, and other tissue chemistry. Prevents abnormal preoxidation of tissue fats. Essential for integrity of red blood cells.
Vitamin K Fats, oats, wheat, rye	Necessary for normal blood clotting.

(Adapted from *Pharmacy Times*)

Questions

1. Into what five main groups can nonprescription products be classified?
2. Of what importance is the nonprescription drug department to the retail drugstore?
3. Name two hazards of merchandising nonprescription drugs.
4. Discuss briefly the special precaution every salesperson must observe in selling nonprescription drugs.
5. State the intended purpose of the following nonprescription drugs:
   a. *Antacids*
   b. *Antihistamines*
   c. *Analgesics*
   d. *Decongestants*
   e. *Vitamins*
6. What are *proprietary drugs*?

Projects

1. From your training sponsor, get the following information on nonprescription drugs. Approximately how many different items are stocked in this department? What are the 10 largest-selling products? What are the five leading profit producers? Upon what basis does the buyer of these products decide what new products or lines will be added? Approximately what percentage of total store sales is derived from this department? And what classifications are used in merchandising this area—that is, how many different product groupings are used?
2. Plan a promotional activity that could be used to increase the sales of any group of proprietary drugs. These can be for vitamins, cough and cold remedies, or any other group of your choice. You can use direct mail, window display, point-of-purchase display, or newspaper ad layout. Consult with your training sponsor if necessary.

16

Miscellaneous Products

Objectives: After completing this assignment, you will be able to—

1. identify the miscellaneous departments within the training station and
2. explain the need for those departments.

Today's retail store owners and managers are listening carefully to the consumer. The consumer wants to shop in a one-stop shopping complex. Because of the economy and the energy situation, many retail drugstores are becoming multiproduct stores. With competition from big department stores, discount stores, and convenience stores, many drug retailers are now stocking a wide variety of products. These range from video computer systems and calculators to automotive supplies, foods, and televisions.

Drug retailers are stocking merchandise to fulfill customers' needs. Today's customers are interested in energy conservation, do-it-yourself auto maintenance, at-home diagnostic and preventive care, home safety, and dental and eye care.

This manual has discussed several categories of products sold in drugstores. A brief list and description of various other categories of products found in today's drugstore follows.

New Departments

Optical Centers

American Druggist (January 1980) reported that, in 1979, there were more than 400 drugstore optical centers nationwide. These are complete care centers offering eye examinations and lens prescribing services by an optometrist. Also, these centers fit frames and glasses. They account for a large amount of drugstore profits.

Dental Centers

Dental centers are very new to drugstores. They offer complete dental care, including teeth examinations and X-rays by a dentist. In some of these centers, customers may have their teeth cleaned, be fitted for braces, or receive oral surgery.

Electronic Equipment

"Computer" quickly has become a household word. Some drugstores now stock home computers, video computer systems, electronic hand-held games, and calculators. This expanding market will continue to grow in the future.

Kitchen and Household Appliances

Drugstores carry many appliances, and these items make good gift selections. Most drugstores carry toasters, mixers, electric skillets, can openers, coffee makers, popcorn poppers, and blenders. You can also find clocks, fans, hairdryers, curling irons, electric toothbrushes, face massagers, and portable whirlpools.

Stationery and Gifts

Most drugstores have a greeting card section. Usually included in this section are wrapping paper and accessories. Such items as candles, candle holders, and rings, plaques, calendars, and many other gift items are displayed.

Food

Most drugstores have a candy department, where packaged candy and nuts can be purchased. Some drugstores also carry convenience food items such as milk and bread.

Home Safety

Since people want their homes to be safe, the demand for home safety items has grown steadily, especially in urban areas. Many drugstores carry burglar alarms, smoke detectors, window and door locks, and door chains.

Electronic Equipment

Kitchen, Household Equipment

Energy Conservation

Consumers today are interested in energy conservation. Some drugstores carry products to meet this consumer demand. Drugstores might stock insulation materials, weather stripping, duct tape, home fireplaces, heat filters, and fireplace equipment.

Summary

There are many other items carried by drugstores such as bath supplies, pet care products, tools, and shoe care items. You must know where these products are located in the store. And you must try to learn as much as you can about these products and services. The better informed you are, the easier your job of selling becomes.

It is equally important to keep all shelves stocked, cleaned, and displayed appropriately. This heightens product appeal and enables you and the customer to find products quickly.

Questions

1. Why are drug retailers adding eye care centers, home energy departments, dental centers, and other departments to their drugstore lines?
2. With the greater range of items in a typical drugstore, why is it important to display items neatly and appropriately?

Projects

1. Describe and report on the miscellaneous departments within your training station. Include the various items carried in those departments and any plans that the owner/manager may have for expansion of those lines.
2. Report on any lines of merchandise that your training station does not carry that you think should be carried. Be sure to tell why you think these items should be stocked.

Notes

Assignment 5: *Drugstore Sales Promotion*

William R. Davidson and Alton F. Doody, *Retailing Management* (New York: The Ronald Press Co., 1960), p. 623.

Assignment 7: *Cameras and Photographic Equipment*

Frank L. Ferguson, *Efficient Drugstore Management* (New York: Fairchild Publications, 1969), p. 204.

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